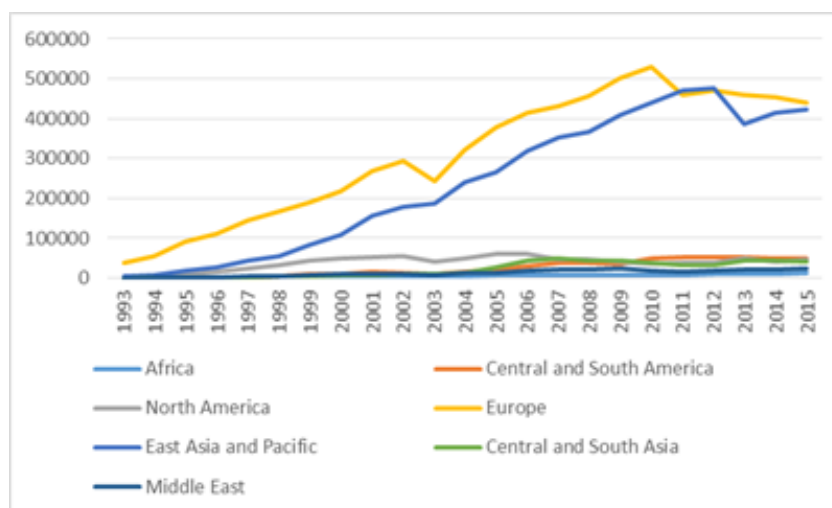


STUDY OF THE SPREAD OF MANAGEMENT TO ISO 9001

Among the main problems faced by commercial enterprises is the organization and maintaining a successful business in a rapidly changing market and business environment. The market survival is inevitably associated with the competitiveness of commercial enterprises. The aim of this study was to investigate the prevalence of management systems ISO 9001 worldwide by outlining the place of Bulgarian companies. The scientific interest was provoked by the place that takes quality as the most important competitive advantage of the business, "the key to competitiveness". In the middle of tough competition traders are forced increasingly to put first the needs and requirements of users. Customers are more knowledgeable and choosing more often to buy goods and services with the best possible quality at reasonable prices. Therefore, managers and employees should strive to provide only the goods and services with high quality relevant prices.

ISO (International Organization for Standardization) is an independent, non-governmental international organization with a membership of 163 national standard bodies. Through its members, it brings together experts to share knowledge and develop voluntary, consensus-based, market relevant International Standards that support innovation and provide solutions to global challenges. ISO's Central Secretariat is in Geneva, Switzerland. International Standards make things work. They give world-class specifications for products, services and systems, to ensure quality, safety and efficiency. They are instrumental in facilitating international trade. ISO has published more than 21,000 International Standards and related documents, covering almost every industry, from technology, to food safety, to agriculture and healthcare. ISO International Standards impact everyone, everywhere. The ISO 9000 series of standards represents an international consensus on best practices for quality management. It consists of standards and guidelines relating to systems for quality management and related supporting standards.

According to the ISO¹, the companies certified under ISO 9001 in 2015 are 1,519,952, which is 3% more than 2014. (1476504). If we trace the curve of pic. 1, we can see that from 1993 to 2015 the certified companies in Europe are with the largest share, followed by East Asia and Pacific.

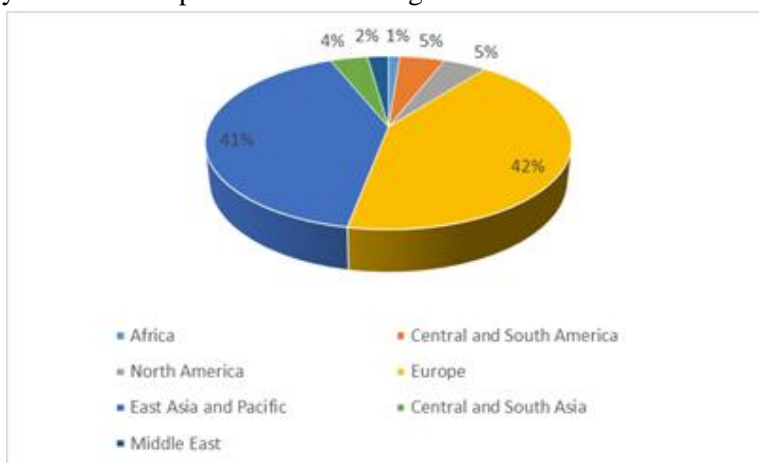


Pic. 1. Dynamics of the number of certificates issued under ISO 9001

Source: ISO

¹ ISO Survey 2015. www.iso.org/iso

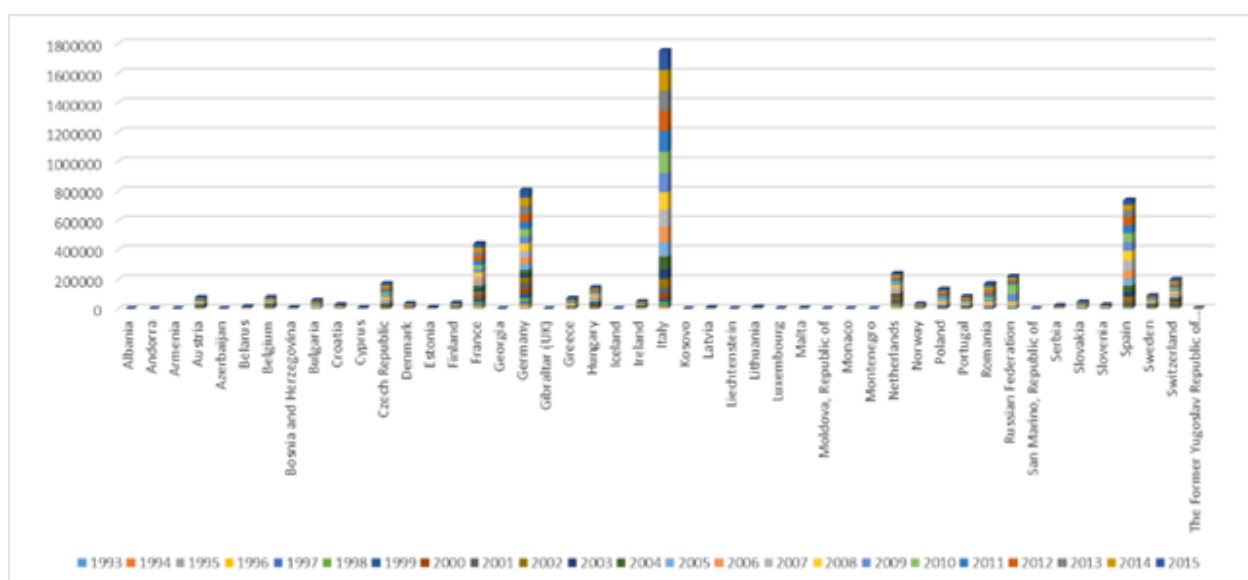
Pic. 2 shows the proportion of companies certified under ISO 9001 by region for 2015, clearly outlines the largest share of voluntary certified companies from both regions.



Pic. 2. Proportion of certificates issued under ISO 9001 2015

Source: ISO

For 2015 certified companies according to ISO 9001 in Europe are 42%, followed by the countries of East Asia and Pacific - 41%, making them appear among the regions in which companies receive certification as a priority activity in its management. Compared to other European countries, Bulgaria was only in 15th place, according to data on the number of certified companies in 2015.



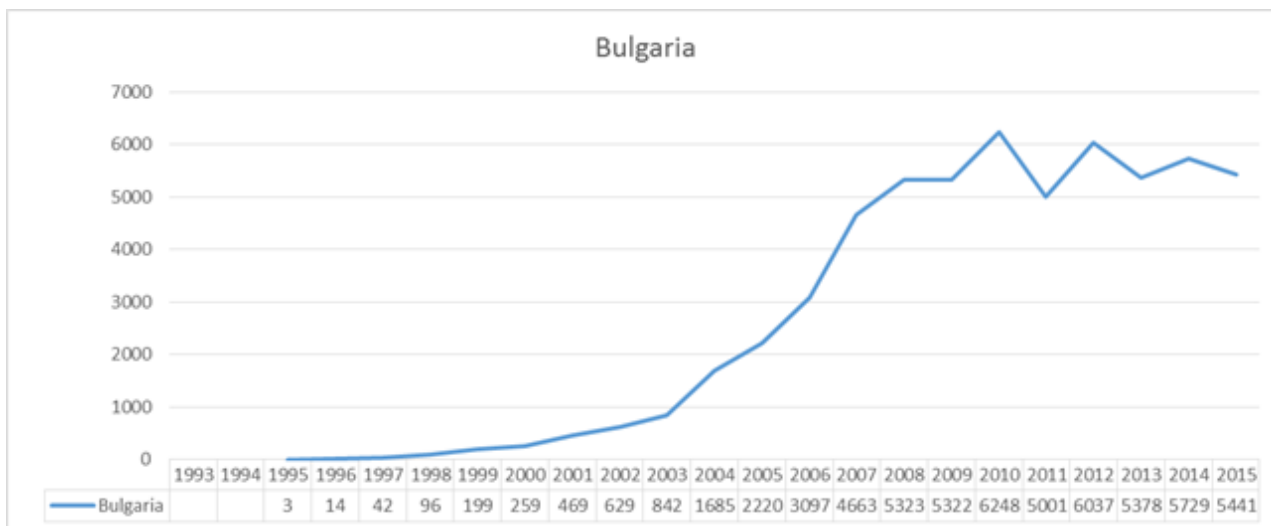
Pic. 3. Number of certified companies in Europe by country for the period 1993-2015

Source: ISO

As can be seen from pic. 3 companies from Italy, Germany, France and Spain are among the leading ISO 9001 certified. The introduction of systems for quality management combines many of the factors affecting the competitiveness of the business. The system of quality management of an organization defines such a management, which provides customers with a consistent quality of products and services in accordance with customer and applicable regulatory requirements, regardless of the amount and period of performance. The system of quality management promotes continuous improvement of customer satisfaction². Bulgarian companies realize the importance of the certification of its operations out of the European and world markets.

This is evidenced by the growth in the number of companies which have chosen voluntary certification under ISO 9001, which for ten years from 2220 companies in 2005 increased almost two and a half times to 5441 companies in 2015.

² Ilieva L. Bojinova M. Hotels and restaurants. Faber, Veliko Tarnovo, 2015. p. 133



Pic. 4. Number of ISO 9001 certified companies in Bulgaria for the period 1993-2015

Source: ISO

Pic. 4 shows the dynamics in the number of new companies certified with clearly reflected steady growth for the period 1993 to 2015. The growth in the number of certified Bulgarian companies is monitored since the beginning of the pre-accession period (2005-2007)³.

In conclusion, it can be recognized that one of the possibilities to achieve the quality of goods and services and ensuring continuous improvement activities of the commercial enterprises, is the implementation of the international standard ISO 9001. The independent assessment by accredited organizations ensures that businesses and users can make secure and reliable choice of services and products delivered to the market. This advantage of the implementation of ISO 9001 is realized by the management of European and Bulgarian companies, allowing them to implement effective home and international trade.

³ Bulgaria applied for EU membership in December 1995 negotiations with the European Commission started in February 2000 and ended on June 15, 2004 On April 25, 2005 was signed the Accession Treaty with a safeguard clause which allowed Bulgaria's membership to be postponed. Tazi clause was not used and Bulgaria joined the European Union on January 1, 2007.