



Issues & Challenges of Quality Management faced by MSMEs

By Moloy Ghoshal

GRIN Verlag Dez 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: -, -, language: English, abstract: With the increase in quality consciousness and expectations of the customers around the world, Medium, Small and Micro Enterprises (MSMEs) in India are also trying to keep up with them by improving the quality of their products. This paper is an assessment of quality practices, issues and challenges of MSMEs of Kanpur, India. The focus of the study is to identify the quality readiness of these MSMEs, their contribution to export, the strategic advantages and disadvantages faced by MSME in export. A study was conducted on export oriented leather, plastics and chemical industries of Uttar-Pradesh (India) which was presented at the end of the paper as a case study so as to understand the current quality management practices of these industries. 36 pp. Englisch.



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