

Quality Management as New Paradigm for Increasing Market Share in Serbian Power Cable Industry

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Content — Scope of this paper is introduction of new business model based on quality management in power cable industry in Serbia. Main problem in Serbian power cable industry is low market share. In this paper we will analyze reasons for low market share, this analyze will be our starting point for building new model. All Serbian power cable producers suffered shocked coursed by international sanction, bombardment and international isolation. Increasing market share is possible through proper quality management in power cable industries.

Key words — quality management, ISO standards, power cable industrty, product desigh, marketing, market share.

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