



Qualitätscontrolling im Einzelhandel (German Edition)

Saskia Klein

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Controlling, Note: 1,3, Fachhochschule Bonn-Rhein-Sieg in Sankt Augustin, 7 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Vielfalt neuer Herausforderungen, wie Globalisierung der Märkte, Konzentration auf Kernkompetenzen, stärkere Ausrichtung von Produkten/ Leistungen auf den Kunden, Fortschritt der Informationstechnologie haben die Anforderungen an das Management verändert. Das Qualitätscontrolling wird zur entscheidenden Servicefunktion für das Management. Ziel ist, die Fortschritte auf dem Weg zum Total Quality Management messbar zu machen und ein umfassendes Planungs- und Steuerungssystem für das Qualitätsmanagement zu entwickeln. Die Hausarbeit „Qualitätscontrolling im Einzelhandel“ versucht die Erkenntnisse dieses relativ jungen betriebswirtschaftlichen Anwendungsgebietes aufzuzeigen und in einem Gesamtzusammenhang darzustellen.

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