

QUALITY AS A COMPETITIVE ADVANTAGE OF WOOD INDUSTRY ENTERPRISES

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ABSTRACT

Wood industry in the Republic of Macedonia, taking into consideration the raw material basis, the installed capacities and the available professional staff, has good grounds for increment in production and exports. However, no product without good quality and design will be competitive on the European and world market. Competition and the growing requirements of customers have made the quality of products and services one of the crucial factors which nowadays conquer the markets. This paper points out that the quality of products is a primary factor for the competitive advantage of wood industry enterprises across markets in Europe and the world.

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