A STUDY ON ECONOMIC BENEFITS OF ISO CERTIFICATION TO MANUFACTURING UNITS

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ABSTRACT

ISO is a Non-governmental and independent organization where it voluntarily establishes the standards for the improvement of the organization for the quality consciousness for the customers. The main benefit for seeking ISO certification by the organizations is for the Customer relationship management by the firms. This study is conducted to know whether the ISO certification makes the firm more efficient by analysing before and after certification of ISO. The descriptive research method is adopted to find out the benefits of the adoption of ISO. The prime outcomes of the study show the selected company has made considerable progress in the areas of productivity, profitability and other administrative areas on the adoption of ISO standards compare to before the adoption of the organization.

KEYWORDS: ISO, Manufacturing Firm, Profitability & Administrative Operation

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