

## **Managerial Decisions on Meeting Consumers Requirements to Products Quality**

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**Key words and phrases:** business process; product quality; competition; problems; risk; consumers requirements; market; managerial decision; economy.

**Abstract:** The paper studies the questions of efficiency of managerial decisions aimed at minimizing the risks of consumer's dissatisfaction about products quality. It is proposed to minimize arising risks within the limits of separate business process with an effective system of their monitoring and control.

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