



Libyan International Medical University
Faculty of Business Administration



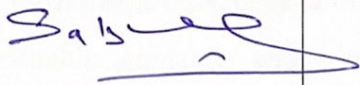


Department of Project Management
Graduation Project
Spring | 2023

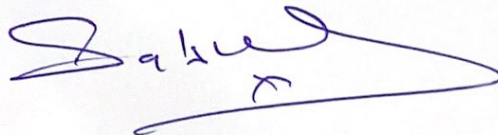
Employees' Attitudes towards the Benefits of ISO 9001
Implementation: The Case of Elrayhan Company

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Acceptance and Approval

The graduation project titled Employee's Attitudes towards the Benefits of ISO 9001 Implementation: The Case of Elrayhan Company prepared by Mariam Mahmoud Elrefai.

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Dedication

I would like to express my dedication to my parents, Faiza Bubteina and Mahmoud Elrefai, as well as my brother and sisters. I attribute the successful completion of my undergraduate studies to the unwavering support and encouragement provided by my loved ones.

I would like to express my sincere gratitude to Dr. Sabri Elkrghli, Dean of Faculty of Business Administration at Libyan International Medical University, for his invaluable guidance and constructive feedback during the supervision of my project. Additionally, I extend my thanks to Libyan International Medical University for their support.

Acknowledgment

I would like to take this opportunity to thank and respect Dr. Sabri Elkrghli for his excellent guidance, helpful comments, and constant support throughout the project. His helpful ideas were a huge help to me as I worked on my job. His insightful feedback pushed me to keep working on this project to make it much better. Working under him was an extremely knowledgeable experience for me. Also, I want to thank Dr. Yousef Elgumati very much for his help and advice with the statistical Analysis done for this research. I would also like to thank everyone who took part in the poll. And finally, I would like to say a big thank you to my family and friends, for their support and encouragement as I worked on and finished this project

Declaration

I, Mariam Elrefai, declare that this work is my own and was done by me unless it says otherwise or is cited as a referenced work under the guidance of Dr. Sabri Elkrghli. This graduation project has not been sent to or accepted by any other academic or non-academic school for any other degree or diploma, and it meets the rules and requirements of the Faculty of Business Administration at Libyan International Medical University.

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Abstract

This research aims to determine the benefits of ISO 9001 quality management system implementation in one certified company in Benghazi (Elrayhan). A designed survey was conducted, in which 27 employees from different positions at Elrayhan Company participated in the questionnaire. The Statistical Package of Social Science (SPSS) is the tool used for data analysis and verifying hypotheses. The results of verifying hypotheses were as follows: the implementation of the ISO 9001 system was beneficial for Elrayhan Company and improved its image, product reliability, product growth, market share, and customer satisfaction. The limitation of the study can be that it is testing the ISO 9001 Standard of one company only; certainly, there is a shortage of companies that implement the ISO 9001 Standard in Libya. Practical implications of findings from an analysis of the benefits of ISO 9001 include the encouragement of non-certified companies to implement the Quality Management System (QMS) in accordance with ISO 9001. ISO 9001-certified companies can focus on specific factors in order to avoid challenges, maximize benefits, and thus improve their compliance with ISO requirements.

Keywords: Quality management system, ISO 9001, Elrayhan, Libya

الملخص

يهدف هذا البحث إلى تحديد فوائد تطبيق متطلبات المواصفات الدولية القياسية لنظام ادارة الجودة ISO 9001 بأحد الشركات المطبقة لهذه المواصفات وحاصلة على شهادة ISO 9001 لنظام ادارة الجودة، وهي شركة الريحان ببغازي ليبيا تم إجراء استطلاع مصمم حيث شارك في الاستبيان 27 موظف من مختلف المناصب في شركة الريحان. وقد تم استخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS) في تحليل البيانات واختبار الفرضيات.

وقد اظهرت النتائج بأن نظام ادارة الجودة ISO 9001 ، كان مفيدًا لشركة الريحان، حيث حسن صورة الشركة، وموثوقية المنتج، ونمو المنتج، وحصّة الشركة في السوق، ورضا العملاء.

ومن قيود هذا البحث أنه تم اختبار شركة واحدة فقط، وقلّة الشركات المطبقة لهذه المواصفات في ليبيا، وبالتالي فإنه يوصى بتعميم الاستبانة، واعادة اجراءها على عينات وشركات أخرى. وقد أظهر هذا البحث بان النتائج تشمل تشجيع الشركات الغير حاصلة على الاعتماد، على تنفيذ نظام الإدارة الجودة وفقًا لمعيار ISO 9001 بكفاءة وفاعلية بعد اخذ في الاعتبار الصعوبات والتحديات التي ممكن ان تواجهها في تطبيق النظام.

الكلمات الرئيسية: نظام ادارة الجودة ، ISO 9001 ، الريحان، ليبيا.