

PODRŠKA INFORMACIONIH TEHNOLOGIJA IMPLEMENTACIJI SISTEMA UPRAVLJANJA U PREDUZEĆIMA MLINARSKO-PEKARSKE INDUSTRIJE

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Otvorenost tržišta i slobodan uvoz prehrambenih proizvoda uticali su na pojavu novih zahtjeva prema preduzećima koja se bave proizvodnjom i preradom hrane. Da bi olakšali svoje poslovanje preduzeća iz prehrambene industrije traže rješenja u primjeni novih tehničkih i organizacionih rješenja. Cilj ovog rada je da se ispita spremnost preduzeća iz mlinско-pekarske industrije u gradu Prijedoru da primijene informaciono-komunikacione tehnologije (ICT) i postanu spremna za plasiranje proizvoda na druga tržišta. U ovom radu autori su proveli anketu u 18 preduzeća iz sektora. Za potrebe ankete napravljen je upitnik koji je podijeljen predstavnicima preduzeća sa zahtjevom da iskreno odgovore na postavljena pitanja. Preduzeća su navela oblasti poslovanja tokom kojih već primjenjuju ITC. Najveći broj preduzeća (83,33% anketiranih preduzeća) je navelo da ICT koristi tokom: tokom upravljanja nabavkom i logistikom, tokom upravljanja zalihama sirovina i repromaterijala ili za podršku sistemu upravljanja zalihama gotovih proizvoda u skladištu. Mali broj preduzeća do sada je razvio e-baze sa podacima koji se odnose na organizaciju rada i sistem upravljanja (Engl., *Management System*, MS). Pretpostaviti je da ove podatke prikupljaju, obrađuju i arhiviraju u papirnoj verziji. Pored toga preduzeća, koja posjeduju vlastiti web sajt (Web sajt koristi 70% preduzeća), isti koriste za: reklamiranje postojećih proizvoda, predstavljanje novih proizvoda (60% preduzeća), prodaju proizvoda (30% preduzeća) itd. Anketirana preduzeća planiraju da i dalje rade na primijeni ICT u svom poslovanju. Najinovativnija grupa preduzeća planiraju da u periodu 1-3 godine realizuju sljedeće aktivnosti: uvođenje sistema za procjenu rizika bezbjednosti na radu (25,00%), sistem za procjenu rizika zaštite životne sredine (33,33 %), Web aplikaciju (33,33 %), Online web shop (50,00%) i integrisani informacioni sistem (33,33 %). Iako posluju u otežanim uslovima, preduzeća su upoznata sa mogućnostima i koristi od različitih formi informaciono-komunikacionih tehnologija. ICT aplikacije im mogu pomoći u poboljšanju performansi i boljoj saradnji između različitih zainteresovanih strana u lancu snabdijevanja.

Ključne riječi: mlinско-pekarska industrija, informaciono-komunikacione tehnologije, integrisani sistemi upravljanja

THE IMPORTANCE OF INFORMATION TECHNOLOGIES DURING THE IMPLEMENTATION OF THE MANAGEMENT SYSTEM IN THE ENTERPRISES OF THE MILL AND BAKERY INDUSTRY

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Market openness and free import of food products have influenced the emergence of new requirements for companies engaged in food production and processing. In order to facilitate their business, companies from the food industry are looking for solutions in the application of new technical and organizational solutions. The aim of this paper is to examine the readiness of companies from the mill and bakery industry in the city of Prijedor to apply information and communication technologies (ICT) and become ready to place products on other markets. In this paper, the authors conducted a survey in 18 companies in the sector. For the needs of the survey, a questionnaire was made and distributed to the representatives of the company with a request to honestly answer the questions asked. The companies listed the areas of business during which they already apply ITC. The largest number of companies (83.33% of surveyed companies) stated that they use ICT: during procurement and logistics management, during the management of stocks of raw materials and intermediate goods or to support the inventory management system of finished products in the warehouse. A small number of companies have so far developed e-databases related to work organization and management system (MS). It is assumed that this data is collected, processed and archived in paper form. In addition, companies that own their own website (70% of companies use the website) use it to: advertise existing products, introduce new products (60% of companies), sell products (30% of companies), etc. The surveyed companies plan to continue working on the application of ICT in their business. The most innovative group of companies plan to implement the following activities in the period 1-3 years: introduction of occupational safety risk assessment system (25.00%), environmental risk assessment system (33.33%), Web application (33.33 %), online web shop (50.00%) and integrated information system (33.33%). Although they operate in difficult conditions, companies are familiar with the possibilities and benefits of various forms of information and communication technologies. ICT applications can help them improve performance and better collaboration between different stakeholders in the supply chain.

Key words: mill-bakery industry, information and communication technologies, integrated management systems