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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 28227.4-2011

**Guidelines for the implementation of the quality management
system of cultural service -- Part 4: Sales and leasing of
audio-video products**

文化服务质量管理体系实施指南 第4部分：音像制品销售和出租
(English Translation)

Issued on: December 30, 2011

Implemented on: May 1, 2012

Issued by: Standardization Administration of China

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Foreword

GB/T 28227 "Cultural Service Quality Management System Implementation Guide" is divided into seven parts.

- Part 1. General;
- Part 2. Indoor Museums;
- Part 3. Outdoor museum;
- Part 4. audio and video products sales and leasing;
- Part 5. audiovisual and electronic publications replication;
- Part 6. Cinema;
- Part 7. theater.

This section GB/T Part of 428,227.

This part of the service by the National Standardization Technical Committee (SAC/TC264) centralized.

This section drafted by. China National Institute of Standardization, China Social Cultural Development Foundation, the Association for Quality Assurance Center, China Certification and Accreditation can Association, China National Accreditation Center, Quality Mark Certification Group Co., Ltd, China Export Commodities Packaging Research Institute.

1 Scope

This section GB/T 28227 gives audio-visual products wholesale, retail and Quality Management System Directory rental services, audio-visual products, the granting of a , Retail and rental of quality management system, management responsibility, resource management, service implementation, and measurement, analysis and improvement set forth requirements.

This section applies to audio and video products wholesale, retail and rental service organizations.

2 Normative references

The following documents for the application of this document is essential. For dated references, only the dated version suitable for use herein Member. For undated references, the latest edition (including any amendments) applies to this document.

GB/T 19000 Quality management systems - Fundamentals and vocabulary (ISO 9000:2005, IDT) GB/T 19001 quality management system requirements (ISO 9001:2008, IDT) GB/T 28227.1-2011 Culture Service Quality Management System Implementation Guide - Part 1. General

3 Terms and Definitions

GB/T 19000-2008, GB/T 28227.1-2011 established in the following terms and definitions apply GB/T 28227 of this section.

Audio and video products audio-videoproducts Recorded with the content of audio and video tapes, laser discs, digital laser discs and high-density optical disk.

4.1 General requirements

When GB/T 19001 quality management system in accordance with the establishment of service, shall be documented in accordance with the provisions of this section, to be implemented and maintained, and Continually improve its effectiveness.

Audio and video products sales and rental service organizations should.

a) for different business activities and their characteristics, the identification and establishment of processes and activities required to implement the quality management system, you can package Including sales and service processes, outsourcing, process management supportive services, such as sales process;

b) determine the sequence and interaction between the above process, and to determine the service process;

- c) determine the criteria, procedures and methods needed to ensure effective operation and control of these processes;
- d) identify the necessary resources and information to support the operation of the process and its monitoring and measurement;
- e) according to the service characteristics, to implement the necessary measures to achieve the results of the planning process, and the process of continuous improvement.

Type and degree of audio-visual products sales and rental service outsourcing organization shall implement process control, quality control should be managed System to be provided.