

## PERFORMANT MANAGEMENT FOR CONTINUOUS QUALITY IMPROVEMENT

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**Rezumat.** *Strategia Kaizen se dovedește a fi una dintre soluțiile de salvare a societății în lupta împotriva crizei economice actuale. Scopul acestei lucrări este de a atrage atenția asupra unei metode de origine japoneză, care are ca rezultat un management eficient, pentru îmbunătățirea continuă a calității produselor și serviciilor Dacia, implicând tot personalul, de la management la angajați. În contextul actual, pentru a obține o calitate absolută în producție, Dacia a ales Kaizen. Astfel, regula principală a metodei este de a aplica modificările, de a monitoriza rezultatele și de a le ajusta, rezultatul final fiind producția fără pierderi. Un alt aspect important adoptat este managementul Lean și metoda 5S aplicată de compania Dacia, metode care au condus la obținerea unor produse de calitate, costurile fiind reduse semnificativ.*

**Abstract.** *The topic addressed in this paper can be seen as a rescue solution for Dacia as well as for other companies in the current economic conditions of the country. As we will see, the Kaizen strategy is proving to be one of the life-saving solutions for society in the fight against the current economic crisis. The purpose of this paper is to draw attention to a method of Japanese origin, which results in efficient management for continuous improvement of the quality of Dacia products and services, involving all staff, from management to employees. In the current context, in order to obtain an absolute quality in production, Dacia chose Kaizen. Thus, the main rule of the method is to apply the changes, monitor the results and adjust them, the production without losses being the final result. Another important aspect adopted is Lean management and the 5S method applied by the Dacia company, methods that resulted in quality products, the costs being significantly reduced.*

**Keywords:** : Kaizen, Quality Management, Lean, 5S, Change

### 1. Introduction

Quality is the highest priority in an organization, and improving is the goal that everyone must pursue. However, contrary to its importance, many people find quality as a rather "enigmatic" concept. As a concept, quality is difficult to define and often difficult to translate into measurable terms that can be operationalized. [1]

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