

ASPECTS REGARDING THE STRATEGIC PROCESS OF QUALITY CONTINUOUS IMPROVEMENT

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ABSTRACT

In this work we have approached aspects on the strategic process of continuous improvement of quality processes. Throughout the paper we have shown that in the present context the key to future growth and development requires a fundamental change in attitude, in thinking, in quality culture and supposes a focus on the strategic planning.

We have presented the strategic planning process and have characterized the ongoing improvement strategies of quality focusing on the Kaizen strategy which follows the gradual, continuous improvement of products quality, of productivity and competitiveness with the participation of the entire staff. We have also analysed the implementation frame of the continuous improvement approach of the business process of small and medium enterprises. A part of the research was based on the Six Sigma improvement strategy and we have also made a comparative analysis of the improvement processes through the DMAIC model.

KEYWORDS: *strategy, continuous improvement, Six Sigma, Kaizen, performance.*

JEL CLASIFICATION: *M10, M11, M16.*

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