

# THE QUALITY MANAGEMENT IMPLEMENTING AND ITS MARKET SUCCESS

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**Key words:** quality management, economic performance, competitiveness, quality control

The adoption of quality management system is a strategic decision of management at its highest level. The quality management system designing and implementing are influenced by the quality politics and objectives, engaged processes as well as the organization extent and size and they are based on eight principles of quality management: orientation to the client; leadership; personnel implication; approach based on quality; management approach as a system; continuous improving; approach on facts in making the decision; mutual advantageous relations with the supplier.

Among the fundamental principles of quality management according to international standards we can mention: permanent monitoring of concrete results deviation to the planned ones; drawing up of a process map separated on their succession and interaction; process control; setting of performance indicators. The specified documentations the quality management implementing implies are analyzed by the management, dashboard and audit reports. The standardization of management analysis elements becomes a priority in quality management system working. That is why we recommend the using of the indicators system which correspond to the quality management. Finally, the degree of the quality management system implementing is measured by the following indicator:

$$GI = \frac{PIM}{PID} \times 100$$

Where: GI=grade of quality management system implementing  
PIM=implemented processes PID=identified processes.

The quality management implementing by covering the action directions presented in this paper will give the Romanian companies the possibility to reach higher quota on the market and also to keep the existing ones under the crisis conditions.

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