

# TOTAL QUALITY MANAGEMENT, TOTAL QUALITY AND COMPETITIVENESS IN THE PRODUCTION AND SERVICES ENTERPRISES

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## EXTENDED ABSTRACT

In the contemporary period, the quality of products and services represents an essential factor of enterprises competitiveness. The total quality is one of the strategic objectives of the organizations that are developing production and service activities and total quality management represents the tool for achieving this objective. In this context, the paper seeks to present some relevant aspects regarding the vast issues of quality and total quality management both from the perspective of the organization, as well as the international standards of quality. Also, there are identified possible courses of action through which an enterprise can achieve operational excellence through quality.

The quality of the product is determined first of all by its constructive and technologic design, by the extent in which designers and technologists have considered modern constructive criteria and design solutions. Using advanced technological proceedings for manufacturing new products, as well as improving manufacturing technologies for products that are already under being manufactured has a substantial contribution to improving quality. An essential condition for increasing products quality based on modern design is the compliance with the provisions of the technical documentation.

Improving the quality of production and of the products is mainly achieved by:

- Continuous improvement of the products' constructive and technological design;
- Using high quality raw materials and resources;
- Maintaining the equipments upon normal functioning parameters;
- Increasing the qualification level of the human resources;
- Material and moral-spiritual co-interest of the employees;
- Using modern production organizing methods, enhancing specialization and cooperation in the production process;
- Increasing the efficiency in the activity of the quality control department.

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