IMPLEMENTATION OF QUALITY MANAGEMENT STANDARDS IN THE AUTOMOTIVE INDUSTRY

Mihaela Narcisa POPA[1], Emilia BĂLAN[2]

Rezumat. *Într-o industrie foarte competitivă, cum ar fi cea auto, calitatea este cea care face diferența. În momentul în care vrem să lansăm un produs pe piață este important să ne gândim la ceea ce își dorește clientul: un vehicul pe care să-l conducă în condiții de siguranță, confortabil, cu un design atrăgător și competitiv, la un preț pe care să și-l poată permite și pentru care nu să nu fie nevoit să facă frecvente vizite în service. Calitatea unui produs este construită în mod riguros, în conformitate cu reguli și metodologii precise. Această lucrare a apărut ca urmare a evoluției spectaculoase a companiei analizate, care până în urmă cu douăzeci de ani era practic necunoscută, iar astăzi râvnește la premii internaționale, concurând cu mărci aflate în portofoliul giganților din industria auto.*

Abstract. *In a very competitive industry, such as the automotive industry, the quality is the one that makes the difference. At the moment when it is wanted to launch a new product on the market, it is important to think about what the customer desires: a vehicle that he can safely drive, confortable, with an attractive and competitive design, at a price that he can afford and which is reliable. The quality of a product is built rigorously in accordance with precise rules and methodologies. This paper appears as a result of a spectacular evolution of the analyzed company, which was practically unknown twenty years ago and, today craves international prizes, competing with giant brands in the automotive industry.*

Keywords: standards, management, production, quality control, automotive industry.

1. Introduction

Implementing quality management and new systems to address product quality issues produced by the company reviewed contributes to maximizing profits and reflects on the efficiency of the entire business of the enterprise reviewed.

A broadly accepted definition of Total Quality Management (TQM) is the one formulated by the international standard ISO 9001: 2015: quality is understood as the set of properties and features that give it the ability to meet its expressed or implied needs.

---

[1]Eng., affiliation: Faculty of Engineering and Management of Technological Systems, Machine and Production Systems Department, University "Politehnica", Bucharest, Romania, (e-mail: popamihaelanarcisa@yahoo.com).
[2]Assoc. Prof., PhD Eng., Faculty of Engineering and Management of Technological Systems, Machine and Production Systems Department, University "Politehnica", Bucharest, Romania, (e-mail: emilia.balan59@yahoo.com).