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## Supplier Quality Management for Component Introduction in the Automotive Industry

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### Abstract

This paper aims to present the requirements and expectations for the quality documents in the automotive business. The presented case study highlights the actual requirements and improvements which can be implemented in order to reduce from the beginning the potential scrap together with the timing spent for evaluations for the non-conform parts. But one of the most relevant aspects needed to be taken in consideration is the fact that this will increase the customer satisfaction as it will avoid unwanted discussions and disappointment during the product lifetime. Future research may demonstrate that preparing such documents will bring a value added in terms of costs and timing, but also in the development of the industry.

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## 1. Introduction. Quality expectations

In general, quality represents a superior way to treat things, but also with high expectations. If we are thinking at a Mercedes car or a Rolex watch we immediately think at quality and our expectations are accordingly.

The main problems appear when the technical specifications of the product are not according with the customer requirements or the costs for a high level of quality are over the customer expectations.

Customers expect certain things when they walk into a business, and those with the highest level of service will know how to identify those expectations and meet them to the customer's satisfaction.

However, this process is not as easy as it sounds – customer expectations are a dynamic feature that ebbs and flows regularly in accordance with a wide range of factors. However, when expectations are not met by the performance of your customer service representatives, customer dissatisfaction is the result.

Because customer expectations are an ever-evolving process, it can be very challenging to know precisely what those expectations might be.

The standards are dedicate to the increase of the interest and the management efforts in an organization in order to obtain and increase the customer satisfaction, that also means the market orientation and the adaptation to the local market requirements. The management has to adapt and continues take indentify the market flow, taken in consideration also the targeted market

One of the most important items that need to be avoided are the concepts that the quality is expensive or it is a luxury that can be afforded only by some persons.

In a lot of domains, but especially for the ones that are working in the automotive industry, the quality represents the conformity with all requirements and specifications.

### 1.1 Automotive industry

The strong tendency of automotive industry is to adapt permanently to the changes and introduce the market tendency in the new products that leads of the customer satisfaction.

The automotive industry is a growing business, especially in the East Europe. In Romania in the last years the automotive business has brought a high number of jobs and possibilities for development in several areas (production and development).

In the different area of the country we can find from the final cars producers (Dacia, Ford), TIER 2 suppliers (Continental Automotive, Hella, Dura, TRW, Mahle), TIER 3 suppliers (Thomas, Dedienne, Hock). All these companies have started to developed in the automotive directions and are in continues improvement base on the customer expectations.

According to an analyse performed by Mrs. Irina Hincu senior consultant in spite of a sharp decline in sales in the region during 2013, there is a positive outlook for 2014 in terms of automotive production. At regional level it is forecasted by the end of 2015 a 9.1% increase in the total number of units to be produced. This positive outlook is sustained with arguments which include competitive wages, an educated and productive labor force and ongoing investment in manufacturing. However, analysts expect some car manufacturers to encounter overcapacity problems in 2015 as a result of declining sales figures in the previous year.

Production of passenger cars (out of total vehicles produced) in Romania, in 2013, increased by 4.3% in comparison to figures in 2012, whereas in 2014 a 9.6% increase is expected. There are two key factors favoring the positive outlook in production. Firstly, there is a large number of companies investing in Romania and secondly, wages in the country continue to remain competitive when compared to neighboring countries.

Local automotive production hit a record high of 410,959 units in 2013. Out of the total production, 91% was exported. As a result, automotive exports increased by 12% in 2013.

According to APIA (Automotive Manufacturers and Importers Association), a 30% year-on-year rise in sales of passenger cars and slight recovery in the commercial vehicles segment have been observed in the first eight months of 2014 in Romania. By comparison, last year figures highlighted a decline of 13% in passenger car sales in Romania, from 66,436 in 2012 to 57,710 units in 2013 (OICA Sales Statistics, 2013). The 2013 decline was driven by the slowdown in consumption and a sharp decline in banking credit. Another important aspect directly affecting

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