

WC-BEM 2012

## SWOT analysis to improve quality management production

Boca Gratiela Dana<sup>a \*</sup>

*Technical University Cluj Napoca  
North Center University Baia Mare, 76 Victoriei strret, 430122 Baia Mare, Romania*

---

### Abstract

In this paper, I present quality indicators in management services, a study case in a small organization and some direction to improve Quality Management using SWOT analyze. The study take a few of the environment factors which have significant impact on the organization. The term environment have refuse to the totality of all factors while influence both organization and personal subsystem. All this factors individually or in combination pose challenges to total quality management practice and philosophy. Organization work in a varied environment, he can only do his duties well if he is updated with the changing of the employees and for this he naturally has to keep himself abreast with not only the environment in which the organization exists, but of the environment from which the employees are coming to work.

© 2012 Published by Elsevier Ltd. Selection and/or peer review under responsibility of Prof. Dr. Hüseyin Arasli

*Keywords:* quality, SWOT Analyze, management change, quality management, life cycle product

---

### 1. Introduction

In modern economy organizations represent the power engine of progress and development, for that reason the method it is utilized to define the performance level of organization on the market.

Significant organizational change occurs, for example, when an organization changes its overall strategy for success, adds or removes a major section or practice, or wants to change the very nature by which it operates.

It also occurs when an organization evolves through various life cycles, just like people must successfully evolve through life cycles. [6], [7], [8].

For organizations to develop, they often must undergo significant change at various points in their development, unfortunately, there still are not enough elements about how to analyze organization, identify critically important priorities.

To improve the quality management and identify the organization needs it is necessary to realise SWOT analyze [5].

SWOT Analyze it is faster, simple and can be adapted as an instrument to identify the factors which affected the organization activity and give solutions to elaborate the future strategy for organization.

### 2. Method of research

---

\* Corresponding Boca Gratiela Dana. Tel.: +40-724-341-344  
E-mail address: [bocagradiela@yahoo.com](mailto:bocagradiela@yahoo.com)

In this paper, I present quality indicators in management services, a study case in a small organization and some direction to improve Quality Management using SWOT analyze using survey questionnaire. Let’s take a few of the environment factors which have significant impact on the organization. The term environment have refuse to the totality of all factors while influence both organization and personal subsystem [2], [9]. All this factors individually or in combination pose challenges to total quality management practice and philosophy [5], [12].

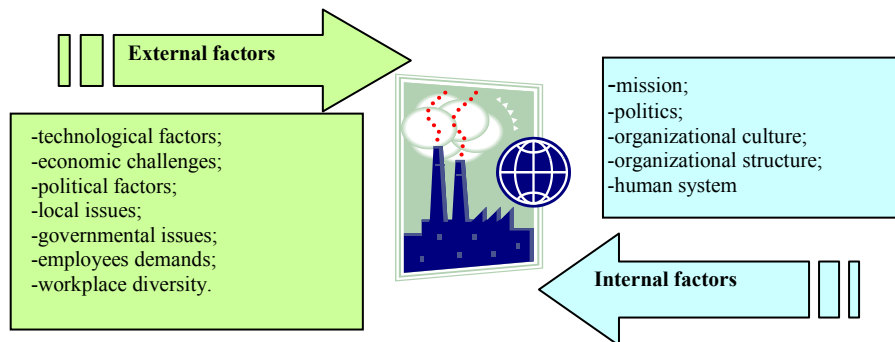


Figure 1. Influence of external and internal factors upon organization activity

The opportunity and threat analysis is carried out by examining external factors in your domestic and export markets (Figure1.).

This is usually broken down into environmental factors and competitors, including: technological factors, economic challenges, political factors, local issues, governmental issues, employees demands, workplace diversity [3], [6].

The principal quality characteristics for services are presented in table 1.

Table 1. The indicators for quality management in services are:

| Dimension      | Examples  |
|----------------|---|
| Tangibles      | Where the facilities clean, personnel neat?                             |
| Convenience    | Where the service centre conveniently located?                          |
| Reliability    | Was the problem fixed?  |
| Responsiveness | Were customers service personnel willing and able to answer questions?  |
| Time           | How long did the customer wait?   |
| Assurance      | Did the customer service personnel seem knowledgeable about the repair  |
| Courtesy       | Were customer service personnel and the cashier friendly and courteous? |

The questions proposed by authors for the organization diagnostic are presented as a tool to identify the organization points:

- a) the strengths and weaknesses problems which reflects the present situation in organization;
- b) the opportunities changes and the threats environment and the impact upon organization activity.

After identifying the strengths, weaknesses, opportunities and threats can be concluded the following for organization:

- Is a profitable company;
- Has a modern management;
- Has an optimal organizational structure;
- Has good quality and diversified products;
- Has a cost price of competitive products;
- Has a market is stable and its possible expansion;
- Has consistently profitable;
- Has the opportunity and conditions for diversification of products;
- Is able to maintain the leadership code and even national market.

Download English Version:

<https://daneshyari.com/en/article/1120354>

Download Persian Version:

<https://daneshyari.com/article/1120354>

[Daneshyari.com](https://daneshyari.com)