

CREȘTEREA CALITĂȚII PRIN INTERMEDIUL ANALIZEI DIAGNOSTIC

ENHANCING QUALITY THROUGH DIAGNOSTIC ANALYSIS

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Abstract: During this period, increasing product quality is not an attribute of superiority, it is a prerequisite for survival. It happens because we live in a world of fierce competition and customers are becoming more demanding. To identify the customers' preferences regarding the products he offers any manager needs practical tools to give him information as soon as possible. Information is processed and based on the results obtained they develop recommendations and directions for future actions. They refer to the quality of products to be altered or improved to satisfy in a proportion as high as possible customers' needs.

Keywords: diagnostic analysis, quality of products and services, techniques.