

INGINERIA VALORII ÎN CONTEXTUL ECONOMIC ACTUAL

VALUE ENGINEERING IN THE PRESENT ECONOMIC CONTEXT

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Abstract: During the last decades, Romania has faced a new age of globalization. The survival of any industry mainly depends on its costs of production and quality of its products. With the rapid growth of competition and shrinking product life cycle, Value Engineering has become an important tool for attaining a competitive edge.

Value Engineering identifies the functions of the product or service, determines the value of the functions and generates alternatives by using creative thinking, providing the needed functions at the lowest overall costs. Value Engineering is a procedure to find the unnecessary costs hidden in the product design, manufacturing, operation etc. Originally developed for products, Value Engineering is useful in many other fields, such as management information systems, construction and transportation and health care.

There must be recognized the need for change and a distinct opportunity for financial benefit to warrant the added cost of the Value Engineering effort.

Keywords: value, function, creativity, lowest cost, change proposal.