
MODALITĂȚI DE TRANSPUNERE A PRINCIPIILOR LEAN MANUFACTURING ÎN MARKETINGUL TRADIȚIONAL

TRANSPOSING MANNERS OF LEAN MANUFACTURING PRINCIPLES IN TRADITIONAL MARKETING

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Abstract: The implementation of Lean principles allow to the organization to realize much more by using less type of resources. This fact generates an increase of productivity, a decrease of the costs and a higher added value for the consumers. The lean enterprise is the one where can be found the following: lean administration, lean marketing and sales, lean manufacturing, lean design, lean development of new products, lean engineering, and lean finance. The marketing provides waste as the other activities and departments. The organization may approach the marketing activity from the lean perspective in a high competitive market. This generates added value for its customers and profit for the firm.

Keywords: Budget, Lean Marketing, Marketing metrics,.Value Steam Mapping, Waste