

CALITATEA ȘI COMPETITIVITATEA: CALEA SPRE PROGRES TEHNIC

QUALITY AND COMPETITIVENESS: THE WAY TOWARDS TECHNICAL PROGRESS

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Abstract: Quality is a vital part of products and services that make the difference between products, it has been and is increasingly sought by customers, which led the producers to pay attention in order to resist on the market.

Customers are and will be increasingly demanding and if producers are unable to meet the customers' expectations, more or less fluctuating, dissatisfied customers will cease to use or buy that product / service.

This article aims to illustrate the bi-univocal relationship between quality and technical progress and also quality characteristics and factors that are influencing it.

Keywords: quality, technical progress, market, technology