

# **MATRICEA CALITĂȚII CELOR 3R ÎN MANAGEMENTUL PROCESULUI DE RE-INGINERIE**

## **A QUALITY MATRIX FOR 3R'S IN REENGINEERING MANAGEMENT PROCESS**

**Lector Grațiela Dana BOCA**

Universitatea Tehnică din Cluj Napoca,  
Centrul Universitar Nord din Baia Mare

**Abstract:** This paper identifies a quality matrix strategy on how product knowledge can be used during design and how it can improve the quality of a product, in a perspective of how such strategies and applications can improve a management process. The designer with his decisions is responsible for 70 to 80% of product costs, since materials, manufacturing methods or usage properties are more or less determined in this phase. Therefore the product quality increasingly depends on the quality of decision making at the design stage. All these changes impose the need for organizational transformation, where the entire processes, organization climate and organization structure are changed. As a result, many find themselves faced with the prospect of having to learn, plan, implement and successfully conduct a real reengineering management process. Re-design, re-tooling and re-orchestrating form the key components of reengineering management process essential for an organization to focus on the outcome that it needs to achieve.

**Keywords:** quality matrix, 3R, redesign, retooling, re orchestration, management change