

IDENTIFICAREA FACTORILOR CRITICI DE SUCCES PENTRU UN PRODUCĂTOR ROMÂN DE MOBILĂ, ÎN CONTEXTUL PLANIFICĂRII STRATEGICE

DETERMINING THE CRITICAL SUCCESS FACTORS OF A ROMANIAN FURNITURE MANUFACTURER, AS PART OF A STRATEGIC PLANNING INITIATIVE

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Abstract: Ensuring sustainable competitive advantage is one of the universally accepted methods of achieving business success. Organizations need to develop core competencies to ensure survival in a changing environment, and therefore, are in need to determine their unique set of critical success factors for conducting business in a certain industry. In this paper, existing research on the subject of critical success factors (CSFs) as an organizational strategic planning element is examined, leading the authors to suggest an adapted CSFs identification model, based on hypotheses- validation logic. This model is then referred to and applied, throughout the case-study of a start-up furniture manufacturer. The challenges the Romanian furniture manufacturing industry faces, and the vital need for competitive advantage gain in terms of business survival, justifies our sector choice, as object of the performed study.

Keywords: Critical Success factors (CSF, CSFs), Key success factors (KSF, KSFs), strategic planning, success factors identification model, success factors recognition model, furniture manufacturing