

# TEHNICĂ INOVATIVĂ UTILIZATĂ LA ANALIZA EXTINDERII UNEI ÎNTREPRINDERI CONSTRUCTOARE DE MAȘINI

## INNOVATIVE TECHNIQUE USED TO ANALYSE THE EXPANSION OF A MACHINE BUILDING ENTERPRISE

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**Abstract:** The innovative technique approached in the paper, used for the expansion strategy of a machine building enterprise, consists in using the "Cost analyzing" method. Innovative is also the choice, as an expansion strategy, the movement of some entities from the production halls in a specialized location and the expansion of the production in the space freed, when this space is enough for the growth forecast. Also, this analyze can be an innovative algorithm for future cases. The case study uses data from a machine building enterprise where there were identified the two expansion variants as: a) The production expansion in the existing halls by freeing up the space occupied by Tool-Management and move the Tool-Management in a new location that will be built on the free terrain of the enterprise; b) Build up a new production hall, leaving the Tool-Management in every existing hall.

**Keywords:** innovative tehniqe, strategy, decision, Tool-Management, production hall.