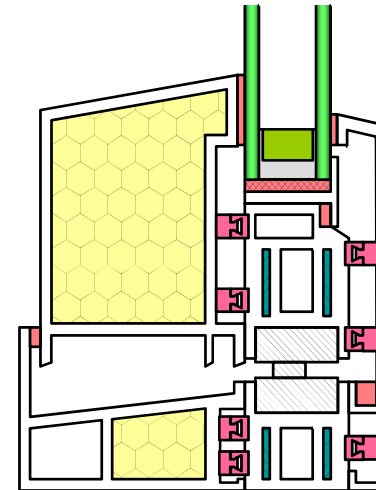
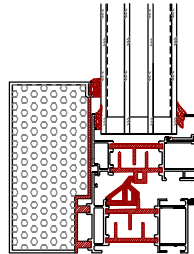
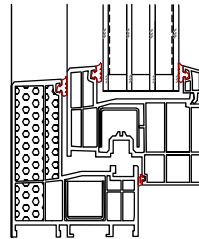
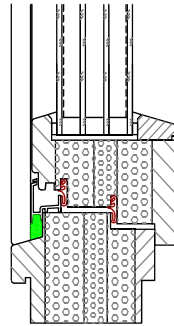
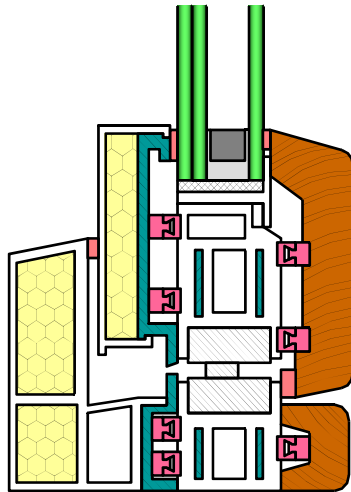


# **Organizarea eficienta a productiei – un avantaj in cresterea competitivitatii**

# Cuprins

1. Marketing
2. Paralela domenii
3. Modele de productie si solutiile aferente

# Diferentiatori – elemente de marketing



# Diferentiatori – elemente de marketing



SCHMIEDT-VISBEK | FENSTER & TÜREN | VISBEKER DAMM 32 | 49430 VISBEK

## MITNAHMESTAPLER

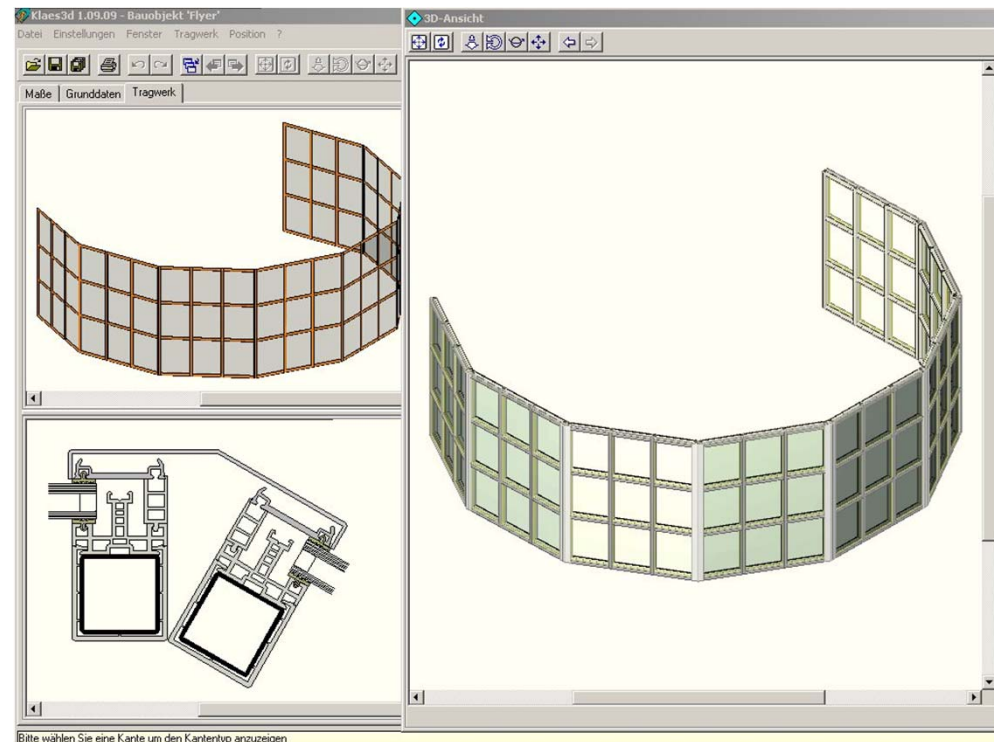
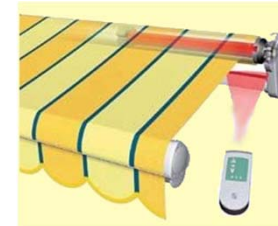
**Vielseitige Logistik**  
Für eine optimale Anlieferung sorgt unser Mitnahmestapler, mit dem wir unsere ersten LKW-Ausgänger liefern. Der am Fahrzeug verfügbare Oberstapler verfügt über Abfahrtschienen, die den Stapler über die LKW-Ladung bis zum Ende des LKW-Fahrgestells führen. Damit erhalten Sie lange Anlieferzeiten für Ihr Personal.

**Bequem und schnell**  
Anhand der Abfahrtschienen ist unser Mitnahmestapler

### TOURENPLAN

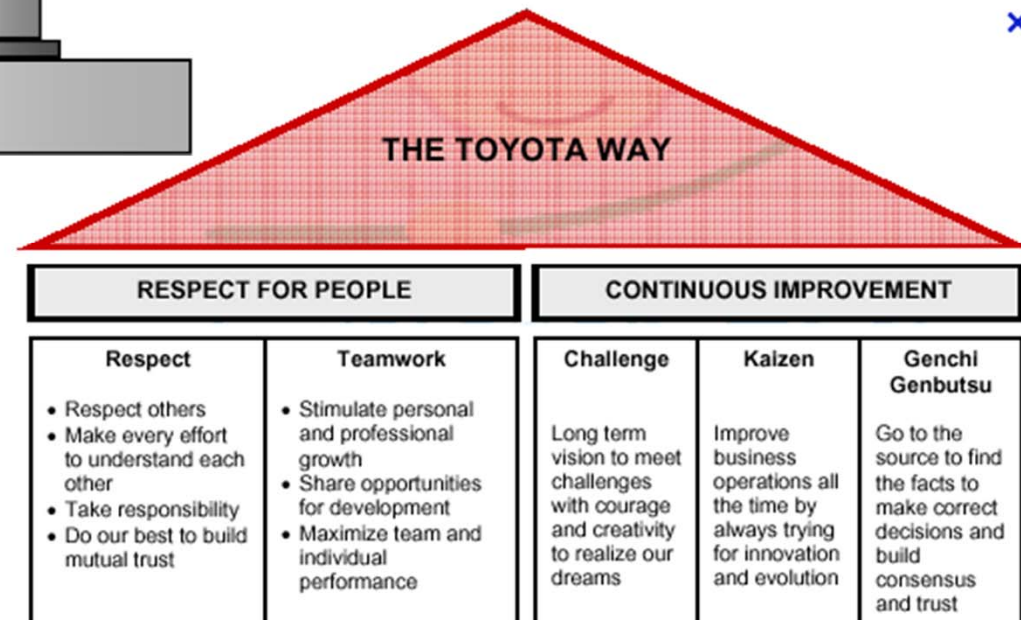
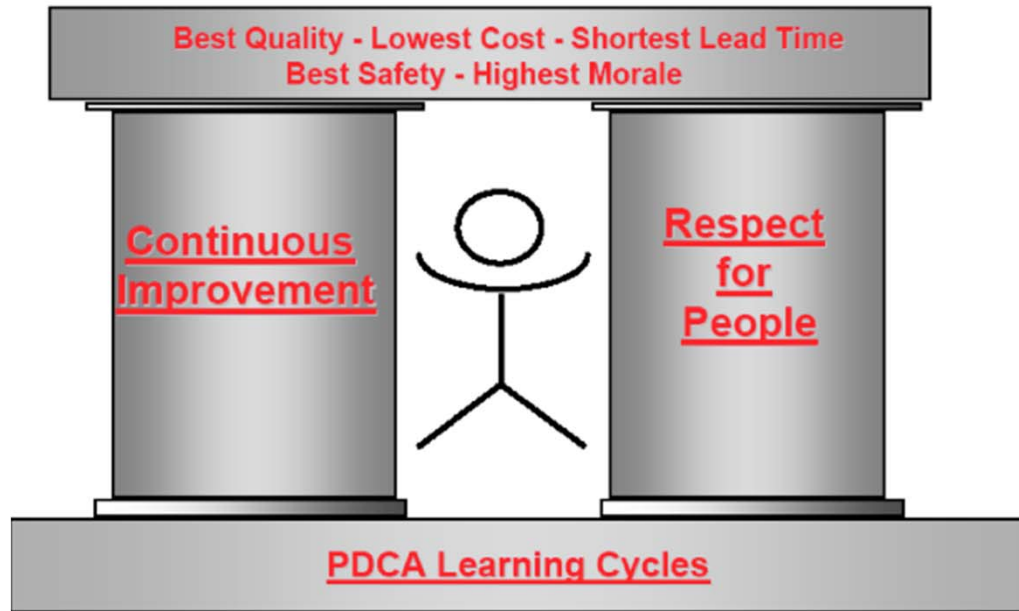
ZURÜCK	MONTAG		DIENSTAG		MITTWOCH		DONNERSTAG		FREITAG	
	Plz	Ort	Plz	Ort	Plz	Ort	Plz	Ort	Plz	Ort
JOSEF 0162/ 24 24 107	236 240 249	Lübeck Kiel (Ostküste) Flensburg	258	Dänemark Husum (Westküste) Visbek	236 240 249	Lübeck Kiel (Ostküste) Flensburg		Dänemark	258	Husum (Westküste) Visbek
GEORG 0162/ 24 24 107		Ruhrgebiet		Ruhrgebiet Visbek		Ruhrgebiet		Ruhrgebiet Stuttgart		Ruhrgebiet Visbek
PETER 0171/ 65 74 401		Ruhrgebiet		Stuttgart		Ruhrgebiet Visbek		Ruhrgebiet		Ruhrgebiet Visbek
THOMAS 0151/ 15 58 55 33	170 104	Neubrandenburg Stralsund	208	Hamburg (für alle areas) Visbek	200 301	Bremen Hannover	208	Hamburg (für alle areas)	170 104	Neubrandenburg Stralsund Visbek

# Diferentiatori – elemente de marketing



# Paralela domenii

## The Toyota Way

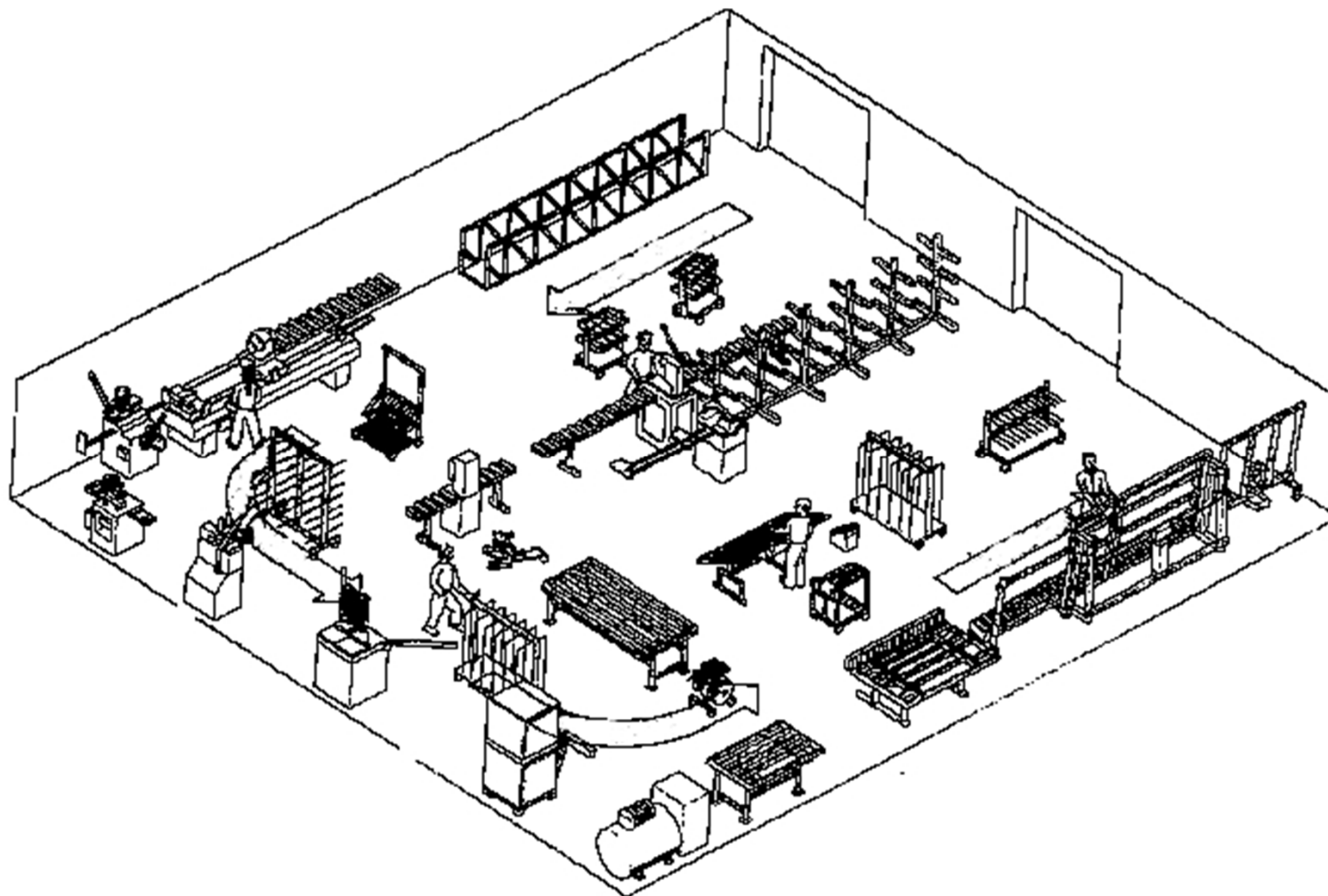


# Paralela domenii

Category	Management principles
Philosophy (long-term thinking)	Base management decisions on a long-term philosophy, even at the expense of short-term financial goals
Process (eliminate waste)	<ul style="list-style-type: none"> <li>Create process “flow” to surface problems</li> <li>Use pull systems to avoid overproduction</li> <li>Level out the workload</li> <li>Stop when there is a quality problem</li> <li>Standardize tasks for continuous improvement</li> <li>Use visual controls so no problems are hidden</li> <li>Use only reliable thoroughly tested technology</li> </ul>
People and partners (respect, challenge, and grow them)	<ul style="list-style-type: none"> <li>Grow leaders who live the philosophy</li> <li>Respect, develop and challenge your people and teams</li> </ul>
Problem solving (continuous improvement and learning)	<ul style="list-style-type: none"> <li>Respect, challenge, and help your suppliers</li> <li>Continual organizational learning through Kaizen</li> <li>Go see for yourself to thoroughly understand the situation</li> <li>Make decisions slowly by consensus, thoroughly considering all options; implement rapidly</li> </ul>

**Table II.**  
The categories and the 14 management principles of the *Toyota Way*

# Modelul clasic





# Modelul prezent



# Modelul prezent



# Modelul viitor



Proiect: PR-00777  
Contract: CT-0064A

Nume	Descriere	Data tur	Observatii tur	
West	West-Germany	11.07.2011		
<a href="#">Modificare tur</a>	Livrat: <input type="checkbox"/>	Rezervare		
<a href="#">Google-Map map &amp; guide</a>		Stergere tur		
Nr.	Contract (Document initial)	Termen livrare	Client	Localitate
1	BA2000 (AB2000)	Proiect: 2000	Gisela Bachinger; Bachinger	88446 Aalen Haupteggerstraße 55
<a href="#">Vizualizare detalii</a>		Numar elemente: 8, Numar sertare: 1		
Nr.	Contract (Document initial)	Termen livrare	Client	Localitate
2	BA-V1-2 (AB-V1-3)	Proiect: 12345678901234567-01	Roswitha Müller; Müller	91635 Windelsbach Amselgasse 55
<a href="#">Vizualizare detalii</a>		Numar elemente: 6, Numar sertare: 0		
Nr.	Contract (Document initial)	Termen livrare	Client	Localitate
3	BA-V1-1 (AB-V1-3)	Proiect: 12345678901234567-01	Roswitha Müller; Müller	91635 Windelsbach Amselgasse 55
<a href="#">Vizualizare detalii</a>		Numar elemente: 5, Numar sertare: 0		
Nr.	Contract (Document initial)	Termen livrare	Client	Localitate
4	AB-V2-2 (AB-V2-2)	Proiect: 12345678901234567-02	Josef Bachmayer; Bachmayer	91598 Ansbach Fogelstraße 1
<a href="#">Vizualizare detalii</a>		Numar elemente: 6, Numar sertare: 0		
Nr.	Contract (Document initial)	Termen livrare	Client	Localitate
5	AB-V2-1 (AB-V2-1)	Proiect: 12345678901234567-02	Josef Bachmayer; Bachmayer	91598 Ansbach Fogelstraße 1
<a href="#">Vizualizare detalii</a>		Numar elemente: 7, Numar sertare: 2		