

# THE IMPROVEMENT OF A CERAMIC PRODUCT QUALITY IN A PORCELAIN FACTORY

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***Abstract** Nowadays, the quality of the products plays an important role in ensuring competitive advantages and improving, in the same time, the performance of the organization. Product defects are considered sources of nonconformities, which involve financial and image damage to the organization. Therefore, companies show an increased interest in the improvement of product quality. Thus, the main objective of this research is to improve the quality of one of the products manufactured in a porcelain factory, named S.C. APULUM. S.A. The applied methodology involves first of all a diagnosis of the quality management processes through quality functions to identify the most important problem facing the organization, respectively the quality of the products, followed by the use of quality tools to detect improvement opportunities. Also, the PDCA cycle is used for continuous improvement. The conclusions show that after applying the established measures, the situation considered registered a slight improvement.*

**Keywords:** product quality, improvement, porcelain factory

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