

Determine effective factors on improved production in Guilan small and medium firms using dimtel technic

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Abstract Regarding to organizations competition severity in world village , organizations have competitive advantage which try to improve their productions and processes cocerning valuing and customerism. So improved discussion is a concept that today has attracted much attention and its aims to loss factors and industries and organizations productivity. Present research has studied effective factors on improved production in Guilan small and medium industries and in this line knew 6 criteria as: customer value , knowledge , cotinuos improvement , stability , standard making and culture. To determine such factors role to establish improved production and thier importance rate in this area used dimtel technic. This study aim is practical and data collection method is descriptive. Data collected through questionnaire and completed by experts consisting of university experts in management and industry engineering and senior managers of Guilan small and medium firms who were familiar with improved production concept and have used it in different forms at thier firms. Obtained results indicated that among six studying factors , culture and customer value as effective factors have more importance. Also four criteria standard making , knowledge , continuos improvement and stability knew as affected factors that thier importance rate mentioned respectively and standard making had the most importance and stability had at least importance among affected factors. Key words: improved production , small and middle industries ,dimtel technic , Guilan county.

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