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Abstract: During the last two decades we have been witnessing an important revolution in what quality is concerned. Successful organizations have realised that a permanent improvement is necessary in order to stay into business. Thus, they have developed some mechanisms capable to help them with transforming themselves and with adapting themselves to new requirements. Nowadays, quality is considered a strategic element of the enterprise management, having an important role in the increase of the competitiveness of products and services both at a domestic and an international scale. At present, worldwide, both producers and consumers ask for guarantees that might prove the quality of the products and services. It is no longer sufficient to offer products and services which have certain standards, but producers have to demonstrate their capacity to assure a permanent quality for their products and services. In order to maintain a high level of quality it is always necessary to continuously improve the existing products and services, and this action means effort. A new philosophy should be adopted, leaving apart the "acceptable level" of quality. Maintaining and improving the quality within an organization is a long and continuous process to which the whole team should bring its contribution. Obviously, the quality manager and the executive manager of the organization play a very important role within this process, but they could not achieve everything. It is always necessary that every employee should become aware, in the first place, that the new system of management makes his/her life easier, and secondly, that he/she is expected to make his/her own contribution in order to help the system to get the expected results, getting thus greater advantages for himself/herself.

Managers at any level should work together with employees in order to accomplish the objectives. Non-formal communication within the organization may assure the management efficiency within the process of improving quality. The enterprise should assure every employee the necessary instruments for the development of all the activities, an optimized secured information system, and a permanent improvement of the existing products and services, based on a business planning, in order to become attractive for the market and "to stay into business".

The success in the configuration of a quality system is directly dependent upon the specifics of the organizational culture, of the pre-existing cultural elements, of the flexibility of the organizational culture which might bring forth and insert new values and norms, specifically linked to quality. The strategy in the field of quality assures the putting into practice of certain directions regarding the future performances of the firm, of certain possibilities for building up and exploiting some advantages linked to competitiveness and determining certain behaviour procedures within different markets.