

Lean Production - Jan Kranemann

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Die ausbleibende konjunkturelle Belebung, sowie die gestiegene Konkurrenzintensität mit Unternehmen aus den so genannten Billiglohnländern, wie China aber auch den neuen EU - Beitrittsländern zwingt nun auch den Mittelstand seine Managementsysteme und Produktionssystem zu überdenken und zu überarbeiten. Denn der europäische Binnenmarkt bewirkt zwar einerseits wirtschaftliches Wachstum, andererseits wird der Verdrängungswettbewerb sich enorm verschärfen. Hieraus resultierend muss es Ziel der Unternehmen sein, innovativ, qualitätsstark und kostengering zu produzieren. Dabei steht im Zusammenhang mit verkürzten Produktlebenszyklen nur eine Kombination aus den Zielfaktoren höhere Qualität, schnellere Marktreife und geringere Kosten zu einer verbesserten Wettbewerbsfähigkeit. Dass dieses mit den herkömmlichen Organisationsformen der tayloristischen Massenfertigung heute nicht mehr zu erreichen ist, muss nun auch von Mittelstand erkannt werden. 1 Lean Production ist ein modernes Management und Produktionskonzept, welches in der Lage ist Günstiger mit erheblich geringerem Aufwand in vorzüglicher und kundengerechter Qualität zu produzieren. Zur Verbesserung ihrer Wettbewerbsfähigkeit mit den Zielen der Zeit- und Kostenminimierung sowie der Qualitäts- und Innovationsführerschaft müssen deshalb, mehr Unternehmen die Abkehr von der Massenfertigung hin zu einer Lean Production durchführen, wie es die amerikanische und europäische Automobilindustrie als Vorreiter in unserem westlich geprägten Kulturkreis vorgemacht haben. 21 Vgl. Horschitz 1994, S. 41-452 Vgl. Horschitz 1994, S. 45-46 Author: Kranemann, Jan Publisher: GRIN Verlag Illustration: N Language: GER Title: Lean Production Pages: 00025 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638313599 Category: Business & Economics : Industries - General

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