

## **OPERATIONAL EXCELLENCE**

**Iuliana NEACȘU (LAMBRU)**

### **ABSTRACT**

This article aims to identify to what extent the strategic orientation of firms in developing new products affect the performance by emphasizing the consumer impact of the factors determining strategic and procedural factors. Reality shows that there is a significant link between customer orientation and technology orientation, and performance in developing new products.

Operational excellence is a marketing strategy, production and distribution process of high quality. In the modern economy, production and consumer are no longer practically possible without this distribution between production and consumption.

Operational excellence is a major challenge for enterprises. The term refers to creating a chain of operational processes that are subject to route their goods to the customer. This route is called "distribution channel" or "marketing channel." This concept refers to all operations (sales - purchase), which is done on a transfer of ownership of property a trader to another, until the property is within consumption.

**Key words:** demand, supply, market, distribution, consumer, strategy