

Initiation

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

قال تعالى:

أَوْ مَنْ كَانَ مَيِّتًا فَأَحْيَيْنَاهُ وَجَعَلْنَا لَهُ نُورًا
يَمْشِي بِهِ فِي النَّاسِ كَمَنْ مَثَلُهُ فِي
الظُّلُمَاتِ لَيْسَ بِخَارِجٍ مِنْهَا كَذَلِكَ زُيِّنَ
لِلْكَافِرِينَ مَا كَانُوا يَعْمَلُونَ (122)

صدق الله العظيم

سورة الانعام - الآية 22

Dedication

To my great mother.....

To my best father.....

To my brothers & sisters

To my great family....

To my colleges

...

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Acknowledge

This research could not have been conducted without the help of some people stand beside me and gave me more help to build my capability on how to understand the methodology of preparing a research, so I would like to express my appreciation to everyone who has helped, supported and motivated me or gave me a word or pointed me to a direction or spent some time guiding me to the right direction of completing this research, specially my colleges. Firstly to my advisor Dr. Mohamed Fadlalla Ali who has given me brilliant ideas and has always been available for help and suggestions throughout the duration of this research. Secondly to E. Abobker Mohamed Hasan, Mohamed Hasan Adlan and the stuff of total quality department for providing me with data and knowledge, without which I could not have completed this research. Thirdly D. Khalid Ebaid Mohamed has who help me on the analysis of data, and finally I wish to thank Dr. Azhary Eltaib Elfaki and Dr. Mohaned Hasan Ismael for helped me to see the final research in a nice book.

Abstract

This research is looking for the first concept of the EFQM Model, Adding Value for Customers, it studied a real cases to explain how companies can build the concept by using approaches in the processes criteria and how can affect on the business results achieved, most of organizations work hard to obtain the required results, they used the whole capabilities and abilities starting by leadership, strategies, employees, partnership and resources represents as inputs to the processes then achieved the outcomes as the required business results. The activities working to optimize resources in the organization, every activity add value to the products or services, then the total activities represents the total of adding values and finally these form the value chain added upon the different activities of the organization which lead to the customers benefits, that is reason behind the importance of the approaches used in the processes management, in the performance and business of the organizations. Most of the organizations looking for adding value to their customers in different ways and manners according to their concepts and abilities, so we find most of them today suffering of crisis in managing processes stage, we notice a rapid progress in the organizations but they cannot keeping up on the top, and at the end they fail, but an excellent organizations always look for continuous and regular on how to understand, expect and predict the needs of their customers and then fulfill that needs and transform the needs to value in the products or services portfolio. Customers are the reason of organizations existence so sustainable in success depends on sustainable and regularity of fulfilling their needs, expectations and predictions. Competitive now a days is very high and that require from the organizations to have their own competitive advantage to help them to adding value to their customers. The excellent organizations identify their different groups of customers, then looking for to identify the current, expected and the future needs to each group, then work hard to transform the needs to products and services with a high value, this value may be price, quality or accessibility.

This research clarifies clearly a real models of experiments of organizations that adopted the excellence to be an excellent or the best and sustainable results achieved was seen on the progress of the yearly prize submission scores achieved in the studied companies, and how they improve the approaches in the processes criteria by using creativity and involve their customers in the developing, market surveys and benchmarking made to develop and improve approaches, and finally build strong relationships with their customer to understand their perceptions, views a , that have a clear effect on adding value to the customers in the organizations.

المستخلص

يهدف هذا البحث الي الدراسة في مفهوم اضافة قيمة لصالح المتعاملين، و اعتمد البحث تجارب واقعية من خلال المناهج المستخدمة في مرحلة العمليات و اثره في تحقيق نتائج الاعمال المرغوبة للمؤسسات، تبذل المؤسسات جهود كبيرة للحصول علي نتائج مرضية ، فنلاحظ تداخل جميع قدراتها و امكانياتها من قيادة و استراتجية و عاملين و موارد و شراكات و هي كمدخلات لمرحلة العمليات وبعدها تاتي المخرجات لتمثل نتائج الاعمال المطلوبة ، و جميع تلك الانشطة بمجموعها يجب ان تتكامل مع بعضها البعض من اجل الاستخدام الامثل لجميع موارد المؤسسة ، و بما ان كل نشاط يضيف قيمة في المنتج او الخدمة فان مجموع هذه الانشطة في المؤسسة تمثل مجموع لتلك القيم المضافة و في نهايتها تتشكل سلسلة القيمة المضافة عبر انشطة المؤسسة المختلفة لتصب في مصلحة المتعاملين ، لذلك تاتي اهمية طرق العمل و المناهج المستخدمة في ادارة مرحلة العمليات ابتداء من مرحلة تطوير المنتجات و الخدمات مرورا بمراحل الترويج و التسويق و بعدها الانتاج و التسليم وادارتها ، و انتهاء بالمرحلة الاخيرة وهي ادارة العلاقة مع المتعاملين و تعتبر العمليات هي المرحلة الاهم في عمل و اداء المؤسسات. تسعى كثير من المؤسسات لاضافة قيمة لصالح متعاملها بطرق و اساليب مختلفة حسب مفاهيم و قدرات المؤسسات و لذلك نجد معظم المؤسسات اليوم تعاني من ازمة في ادارة مرحلة العمليات ، و لذلك نلاحظ نمو معظم المؤسسات بسرعة و لكنها لا تستطيع الحفاظ علي موقع الصدارة و تكون نهايتها الانهيار، و لكن المؤسسات المتميزة هي التي تسعى بصورة مستمرة ومنتظمة في البحث عن تفهم و توقع و التنبؤ باحتياجات المتعاملين معها و من ثم تقوم بتلبية تلك الاحتياجات و تحويلها الي عروض قيمة في شكل منتجات و خدمات . و بما ان المتعاملين هم سبب وجود المؤسسات فان استدامة النجاح فيها يعتمد علي استمرارية و نظامية تلبية الطلبات و التوقعات و التنبؤ باحتياجاتهم، و كذلك زيادة عنصر المنافسة في هذا العصر يتطلب من المؤسسات ان تمتلك ميزة تنافسية تساعدها في اضافة قيمة لصالح المتعاملين معها. تقوم المؤسسات المتميزة بالتعرف علي المجموعات المختلفة من المتعاملين معها ثم تقوم بتحديد الاحتياجات الحالية و المتوقعة و المستقبلية لكل مجموعة ، ثم تسعى جادة لتحويل هذه الاحتياجات الي خدمات و منتجات ذات قيمة اكبر و قد تتمثل هذه القيمة في الاسعار ، الجودة او السهولة. و لذلك نجد ان هذا البحث يظهر نماذج لتجارب من واقع المؤسسات التي سعت للتميز و استمرت لعدة سنوات متواصلة في رحلة التميز فوضح جليا انها استطاعت ان تحقق نتائج اداء متميزة مستمرة ومنتظمة نشاهدها في نمو الدرجات المتحصلة في مشاركتها جائزة التميز السنوية لمجموعاتها من خلال طرق العمل و المنهجيات المستخدمة في مرحلة العمليات ، وكيف تقوم بتطوير المنتجات و الخدمات من خلال الابتكار و مشاركة المتعاملين معها في عمليات التطوير ، و من ثم الترويج و التسويق و المسوحات السوقية ، مرحلة انتاج و تسليم وادارة المنتجات و الخدمات و عمل المقارنات لاغراض تطوير و تحسين المناهج و في المرحلة الاخيرة القيام ببناء علاقات قوية مع المتعاملين من خلال التعرف علي انطباعاتهم و ارائهم و ملاحظاتهم و كل ذلك له الاثر الواضح في اضافة قيمة لصالح المتعاملين مع المؤسسة .

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