

KAIZEN SYSTEM PHYLOSOPHY IN ENTERPRISE MANAGEMENT

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In the modern world, there are many ways to optimize production, but almost all of them require significant monetary or labor investments.

The principles of Kaizen philosophy originated in Japan can be applied in almost all fields. Consistent application of simple rules leads to tangible results for Japanese companies such as Honda, Toyota or Sony, so European companies are increasingly choosing this philosophy.

The name «Kaizen» consists of two words: “kai” - *change* and “zen” which can be translated as «for the better». Collectively, this term means a continuous process of improvement. This method is comprehensive and easy to set up [1].

The concept is aimed at increasing the company's productivity by making small changes in everyday life. Thus, it is a soft and gradual approach that contradicts strategies that require drastic changes without any coordination in order to achieve the desired results in a short period of time. To be efficient, it requires the participation and acceptance of all employees of the company.

The Kaizen method has several advantages for business: it allows employees to be satisfied as their participation in the project makes it possible to optimize the working conditions of employees, team morale increases, employees feel useful and valuable, and they become much more motivated.

The use of this tool also contributes to increasing the level of customer satisfaction and loyalty by improving the quality of products and services. Thus, image enhancement is one of the main results of using the Kaizen method.

Another advantage of the approach is increased productivity and reduced production time. The revision of processes helps to avoid wasting time and energy and increase efficiency which leads to optimization of production. The method leads to a reduction in the execution time of all services by minimizing downtime: equipment that is not currently used by one employee will be used by another one. Continuous improvement ensures a healthy working climate: safety is improved, and there is a decrease in the number of accidents.

The Kaizen approach has apposite effect on communication between employees and significantly improves teamwork. It contributes to increased profitability, number of flows and simplified task management. Its influence extends to many functions of the company, such as logistics, supply chain, etc.

The Kaizen method is also based on two fundamental principles:

- it denies a conventional assumption that money is a remedy for everything. According to this philosophy, it is more important to act creatively and intelligently;

- the word «problem» can be considered as a kind of key term: it is the main driving force and, thus, creates new opportunities.

Kaizen philosophy suggests that any process is infinite and when something has been improved it does not mean the improvement process is complete.

References

1. Kaizen – The Philosophy of Continuous Improvement. [Electronic resource]. – Mode of access: <https://www.mbaknol.com/operations-management/kaizen/>. – Date of access: 12.03.2023.