

IMPORTANCE OF PRODUCTION MANAGEMENT IN BUSINESSES IN THE BUSINESS EFFICIENCY OPTIMIZATION

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ABSTRACT

The purpose of the study is to examine the importance of production management in enterprise efficiency optimization. In the production activities of the companies, the internal and external conditions affect their functioning. The differentiation of the requirements of the customers regarding the products necessitated the efficient and efficient management of the production activities in the enterprises. Businesses, whether it will be goods or services, they necessarily produce something. It is the responsibility of the production management to consider the resources, power resources and other components required in a production process, not only in economic but also in ecological practices, considering efficiency. Production management should focus on the efficiency of the process for the continuity of the profitability of the business. A series of actions need to be organized to increase the efficiency of a production process. In order to maximize production efficiency, the Company's strategic objectives and coordination in the realization of the operational objectives of the individual departments take an important place. In this respect, production management is considered as one of the business functions that can affect the operational efficiency. As a result of the research, it was determined that the success of the management in production management is one of the units that affect the productivity of the business and the profitability and productivity is decreased in case of failure in the success of the enterprise and also suggestions are made according to these results.

Keywords: Production, Production Management, Productivity, Productivity of the Business.