

Kaizen and its Relevance to Saudi vision 2030

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Graduation project-1
Management studys

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Chapter one: Overview of Kaizen and its principales

1.1. Introduction:

The current Saudi Business landscape is undergoing to a profound transformation driven by (Saudi vision 2030) a strategic ambitious framework aimed at reducing the kingdom's dependence on oil, diversifying its economy, and developing public service sectors. Within this context, achieving "Organizational excellence and Operational efficiency" has become a critical priority for companies navigating this rapid evolution.

(Kaizen) the Japanese philosophy of "continuous improvement", has emerged as a powerful methodology to meet these demands. It is focus on incremental, ongoing improvements involving all employees aligns perfectly with the Saudi goals to enhance the global competitiveness and productivity. This philosophy has gained significant traction in Saudi Arabia, evolving from a manufacturing technique to a comprehensive management system applicable across diverse sectors such as healthcare, facility management, and education.

This research project will investigate the implementation of Kaizen within modern Saudi management practices and analyze the tangible effects on organizational performance and broader market development. It seeks to understand how kaizen principles are adapted to the unique Saudi business environment and how they contribute to the strategic objectives of vision 2030.

1.2 .Research oppcitacles:

While Kaizen is increasingly recognized and promoted in Saudi Arabia through government-supported initiatives and awards, there is a lack of comprehensive academic research that systematically analyzes the following :

- The specific challenges and barriers to implementing a culturally rooted philosophy like Kaizen within the traditional hierarchical structures and management culture of Saudi organizations.
- The quantifiable impact of Kaizen adoption on key performance indicators (e.g., productivity, quality, cost, employee engagement) across different Saudi economic sectors.
- The strategic alignment process between Kaizen methodologies and the overarching national goals of Saudi Vision 2030, particularly in fostering innovation and economic diversification.

This study aims to address this gap by providing a structured analysis of Kaizen's application and its direct correlation with enhancing the competitiveness of the Saudi market.

1.3 .Research Significance

The significance of this research has many factors:

1. **For Saudi Organizations:** The study will provide a clear framework and evidence-based case studies for business leaders and managers to understand the potential benefits and practical steps of implementing Kaizen, thereby enhancing their decision-making for operational improvements.
2. **For Policymakers :** The findings will offer valuable insights for government entities like Monsha'at (SME Authority) to refine programs that support small and medium enterprises in adopting world-class management practices, directly supporting Vision 2030's economic diversification goals.
3. **For Academic Knowledge:** This research will contribute to the field of cross-cultural management by documenting and analyzing the adaptation of a Japanese management philosophy within the Saudi Arabian context, filling a notable gap in the existing literature.
4. **For the Saudi Economy:** By promoting the widespread adoption of efficient and continuous improvement practices, the research ultimately supports the broader national objective of building a thriving, productive, and competitive private sector.

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