

USING REENGINEERING AS A STRATEGIC APPROACH FOR MAXIMIZING ORGANIZATIONAL PERFORMANCE

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ABSTRACT

Elevated competition has induced many firms to become more innovative and initiate more change processes. In general, business process reengineering is a recommended preference when old processes are ineffective or inefficient. However, total quality should always be the primary goal of every organization. With total quality as the focal point, organization will experience the best of all worlds in the long run, namely, customers satisfied with a quality product; employers who are satisfied and give their best; and shareholders who reap the benefits of a financially healthy company.

Keywords: *reengineering, strategy, benefits*