

# Strategic Planning in The Total Quality Management.

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- **Abstract:** It has become agreed today that the most prominent feature of contemporary life is the strategic planning especially after the means of living are complicated and intertwined and branched and its aspects multiplied and its capabilities multiplied, especially in business organizations aiming to implement the philosophy of total quality management. Therefore, strategic planning today is considered the first administrative function, but it has priority over other administrative functions such as organizing, directing and controlling because these functions must reflect this planning as planning is one of the first priorities of successful management. That means strategic planning in the light of total quality management is nothing but a preconception of all situations and on the basis of which comprehensive programs are developed to work and achieve the standards of total quality management according to what is planned.
- **Keywords:** strategic planning, quality management, philosophy of quality management