

KAIZEN COSTING IN SERBIAN SMEs: A CASE STUDY OF PERFORM Ltd.

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Abstract: *While entering foreign markets, Serbian SMEs are confronted with very aggressive competition. Maintaining competitiveness, in such conditions, means continuous improvements in every aspect of business operations. Kaizen Costing is powerful strategic cost management technique, which allows significant cumulative cost reductions, based on minor, but continuous changes. Originally developed in Japan, this technique has been transferred in many companies around the world. This paper is showing achievements and perspectives in its implementation in Serbian SMEs, based on the case study of Perform Ltd. Great efforts have been made in this company, significant results in cost efficiency were achieved, but it is still facing cultural barriers and accounting information system incompleteness.*

Keywords: *Kaizen Costing, continuous improvements, cost management, Perform Ltd.*