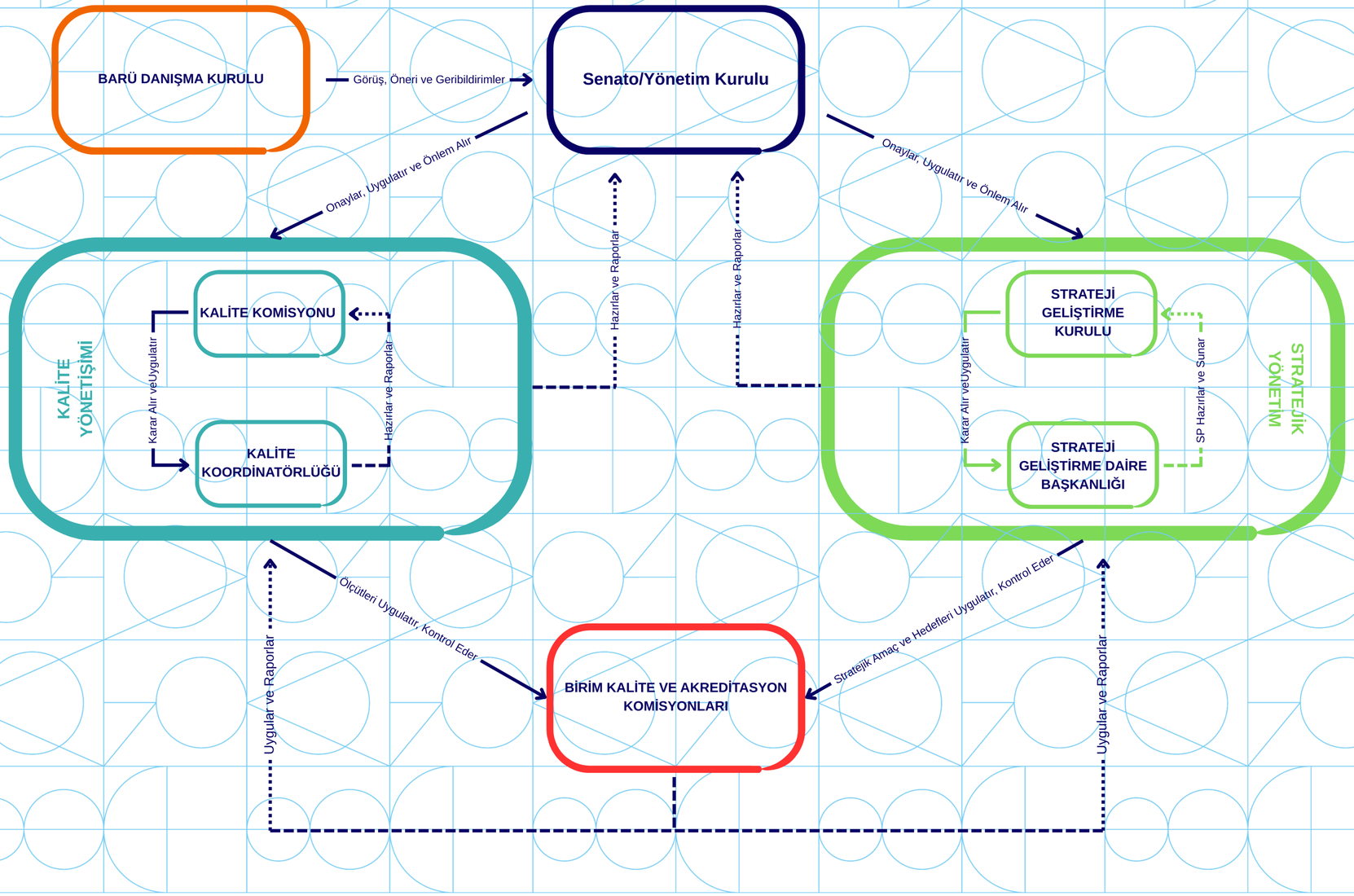KALİTE YÖNETİŞİM MODELİ