

TOTAL QUALITY MANAGEMENT

by

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BASIC CONCEPTS OF QUALITY

Quality

Grade

Inspection

Quality control

Quality assurance

Quality management

Total quality management

ISO standards

QUALITY

A subjective term for which each person has his or her own definition.

- Characteristics of a product that bears on it's ability to satisfy the stated or implied needs
- A product or service free of deficiencies.

(ASQ)

- **PHILIP CROSBY'S IDEA OF QUALITY**

- Quality is not comparative
- No high or poor quality
- A product either conforms to specifications or not
- Quality is an attribute
- Not a variable

- **JURAN'S IDEA OF QUALITY**
- **FITNESS FOR THE PURPOSE**
- Focus on this idea helps prevent over specifications of product or services
- Over specifications adds to cost
- Is against right first time performance

Dimensions of Product Quality

- Performance
- Aesthetics
- Special features: convenience, high technology
- Safety
- Reliability
- Conformance (meeting pre-established standards)
- Durability
- Service after sale

Service Quality

1. Time & Timeliness

–customer waiting time, completed on time

2. Completeness

–customer gets all they asked for

3. Courtesy

–treatment by employees

4. Consistency

- same level of service for all customers

5. Accessibility & Convenience

- ease of obtaining service

6. Accuracy

- performed right every time

7. Responsiveness

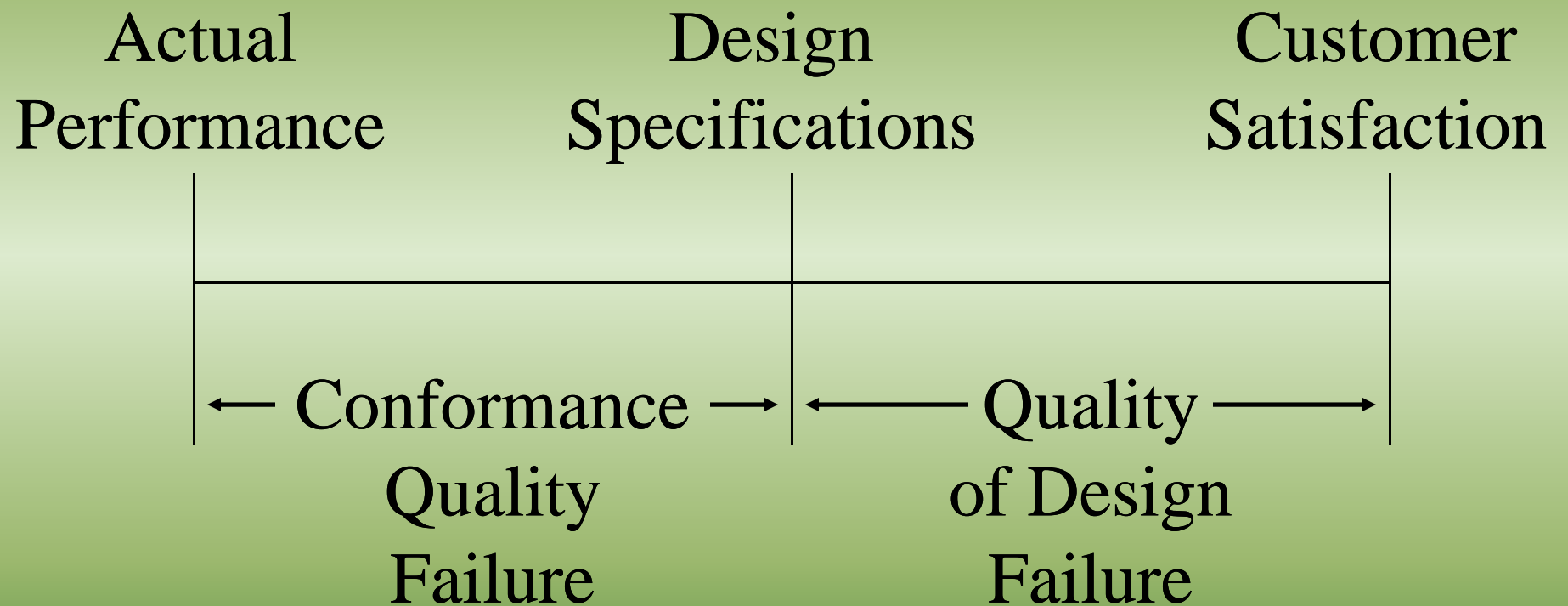
- reactions to unusual situations

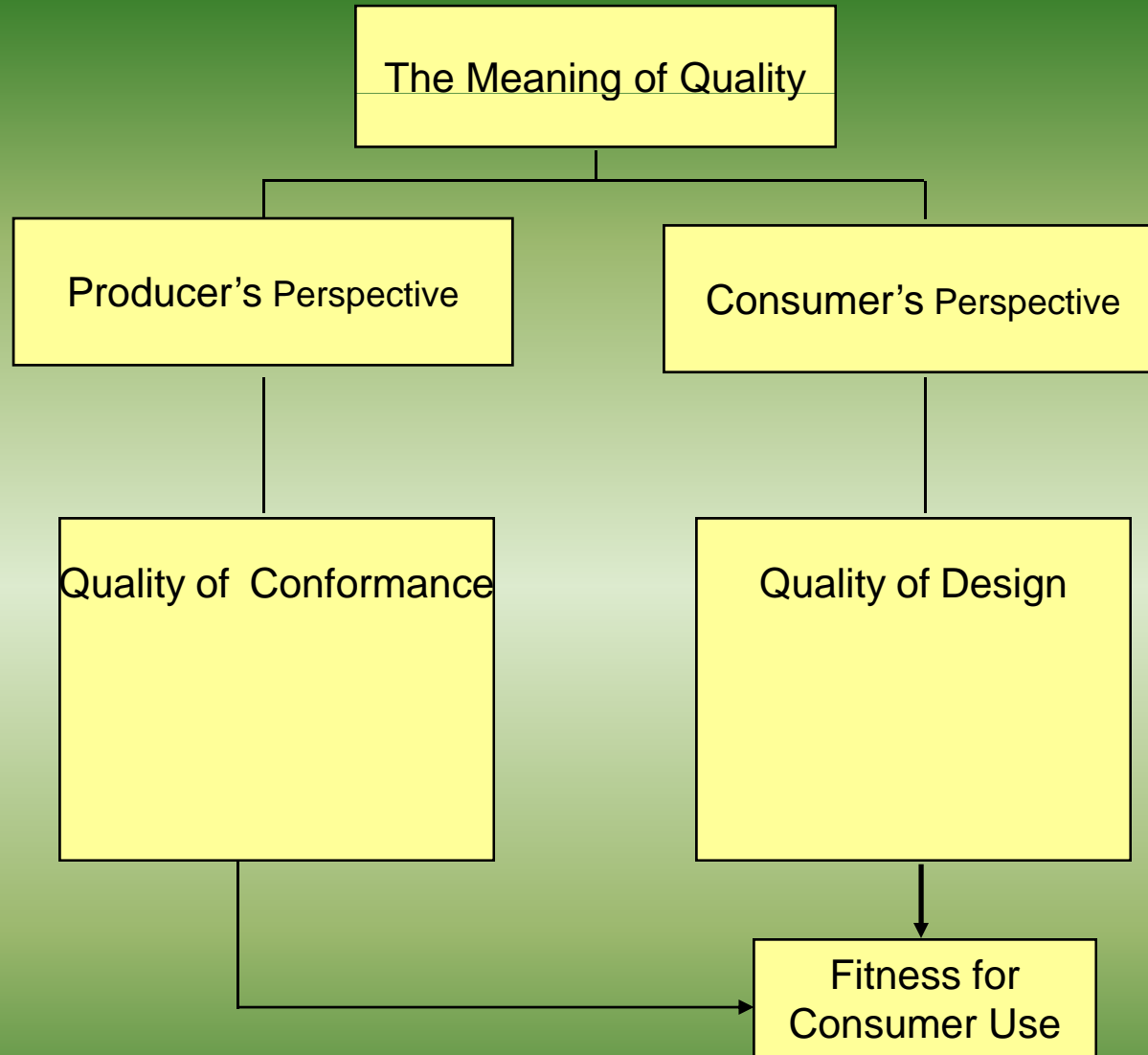
Two Aspects of Quality

Quality of design measures how closely the characteristics of products or services meet the needs and wants of customers.

Conformance quality refers to the performance of a product or service according to design and product specifications.

In other words





GRADE ?

Category or rank given to different quality requirements for products, processes, or systems having the same functional use

(ISO 9001:2000)

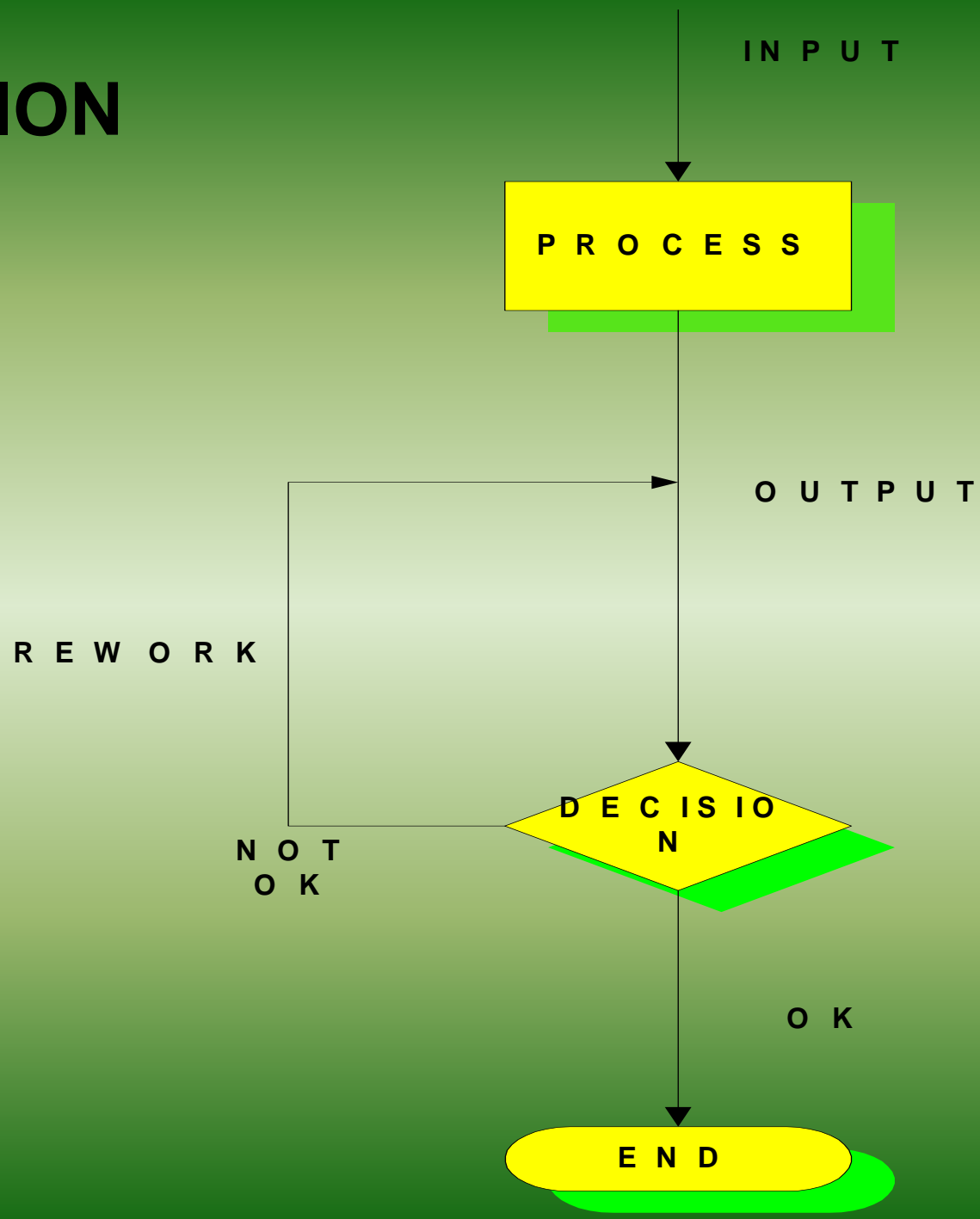
Importance of Quality

- Lower costs (less labor, rework, scrap)
- Cost of non quality is high
- Motivated employees
- Market Share
- Reputation
- International competitiveness
- Revenues generation increased (ultimate goal)

INSPECTION

- It is the sorting / segregation of Non conforming items from the conforming items
- Means separation of Defective items from the right items

INSPECTION



INSPECTION

Segregation of defectives
from right items

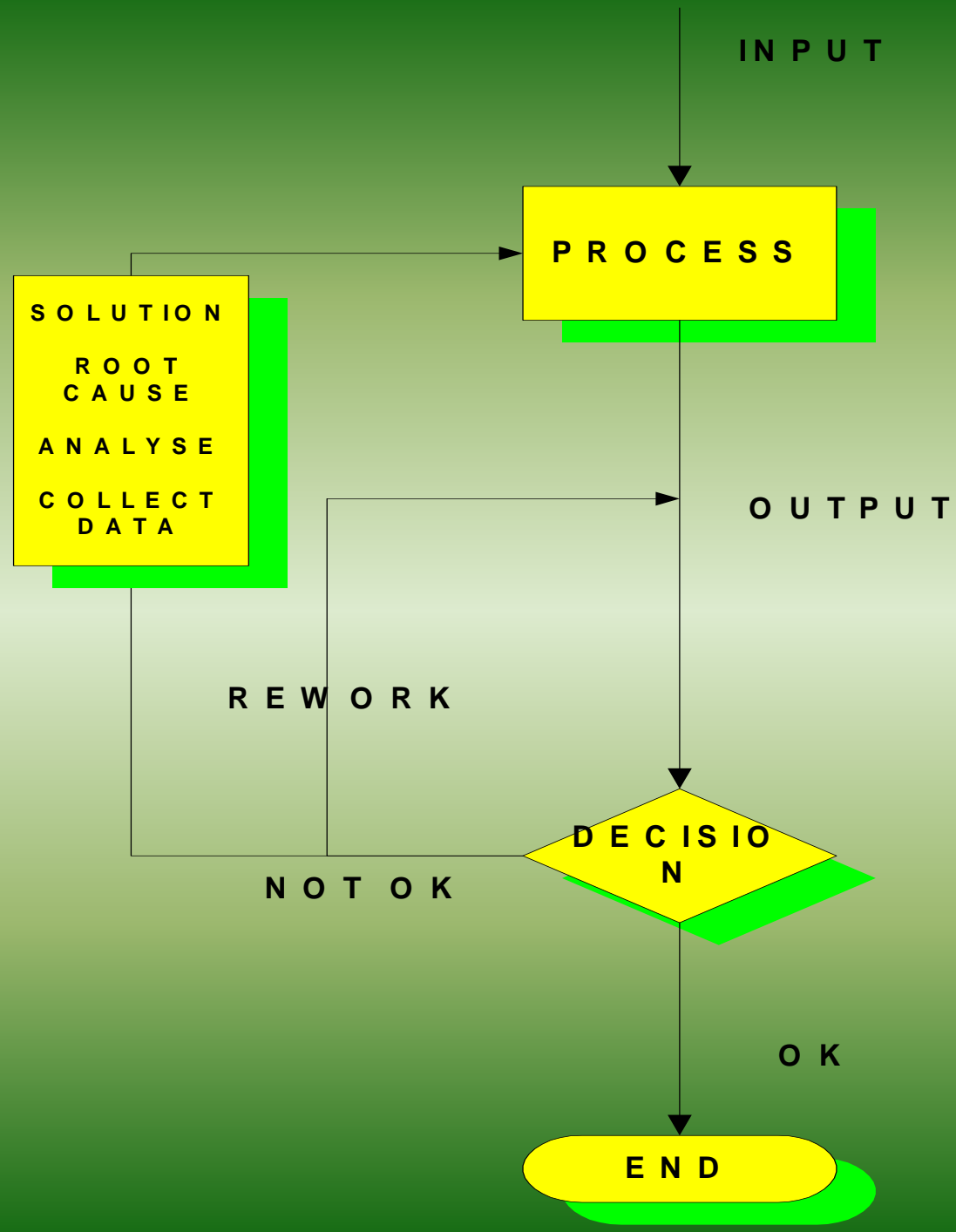
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Rework (IF NEEDED)

QUALITY CONTROL

Is the operational techniques and activities that are used to fulfill the requirements for quality (ASQ)

QUALITY CONTROL



Quality Control =

Inspection

+

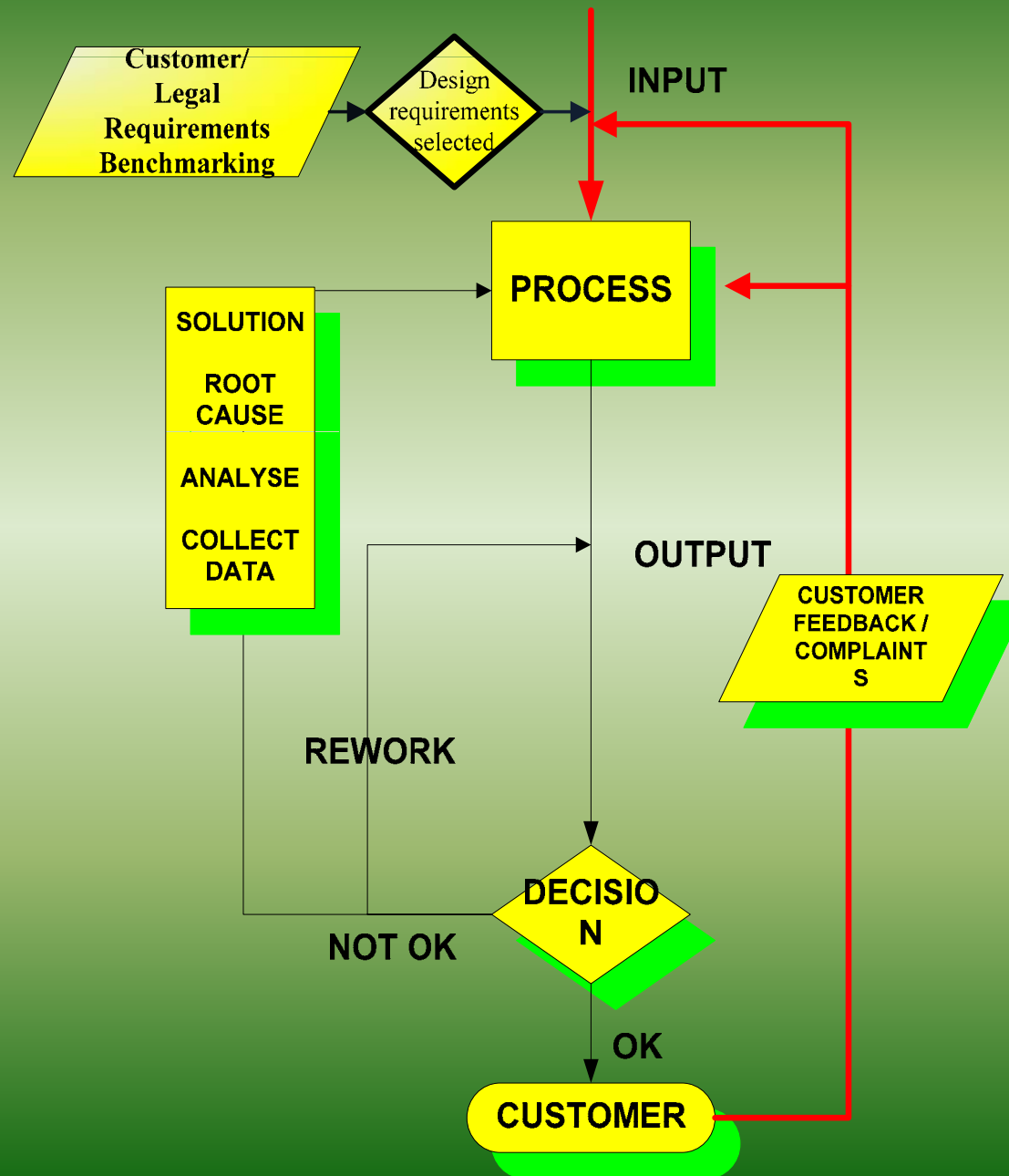
Corrective
action

Quality Assurance

Is all systematic and planned actions which are necessary to provide adequate confidence that a product or service will satisfy the given requirement for quality.

QUALITY ASSURANCE

Preventive approach rather than corrective



SO WHAT QA ACTUALLY IS

- QA covers the whole life of product
- It includes
 1. **Product**
 2. **Process**
 3. **Customer**

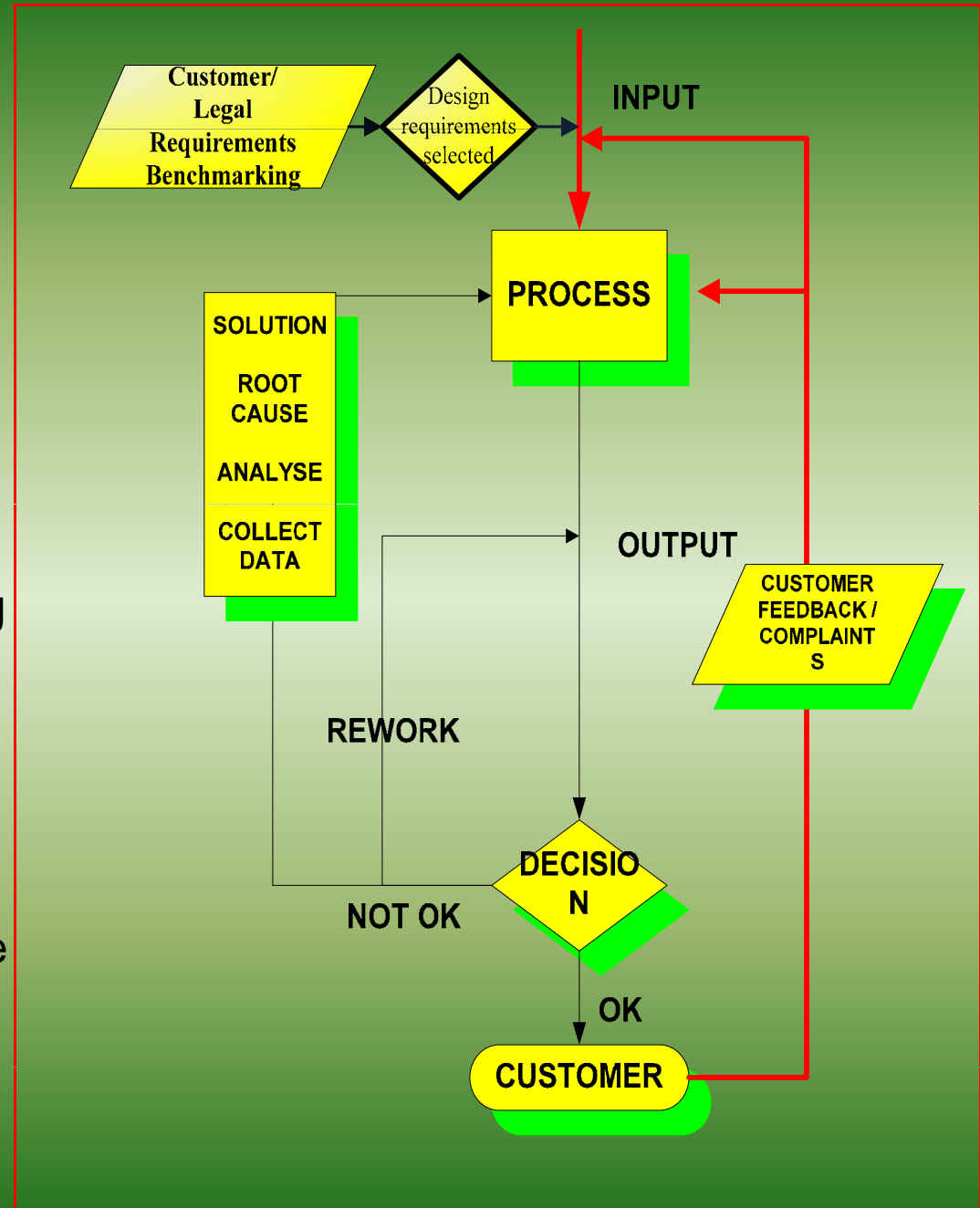
Quality Management

Is a systematic set of operating procedures which is company wide, documented, implemented and maintained while ensuring the growth of business in a consistent manner

QUALITY MANAGEMENT

Management element inserted
Planning, leading, organising
controlling etc.

System to maintain the process



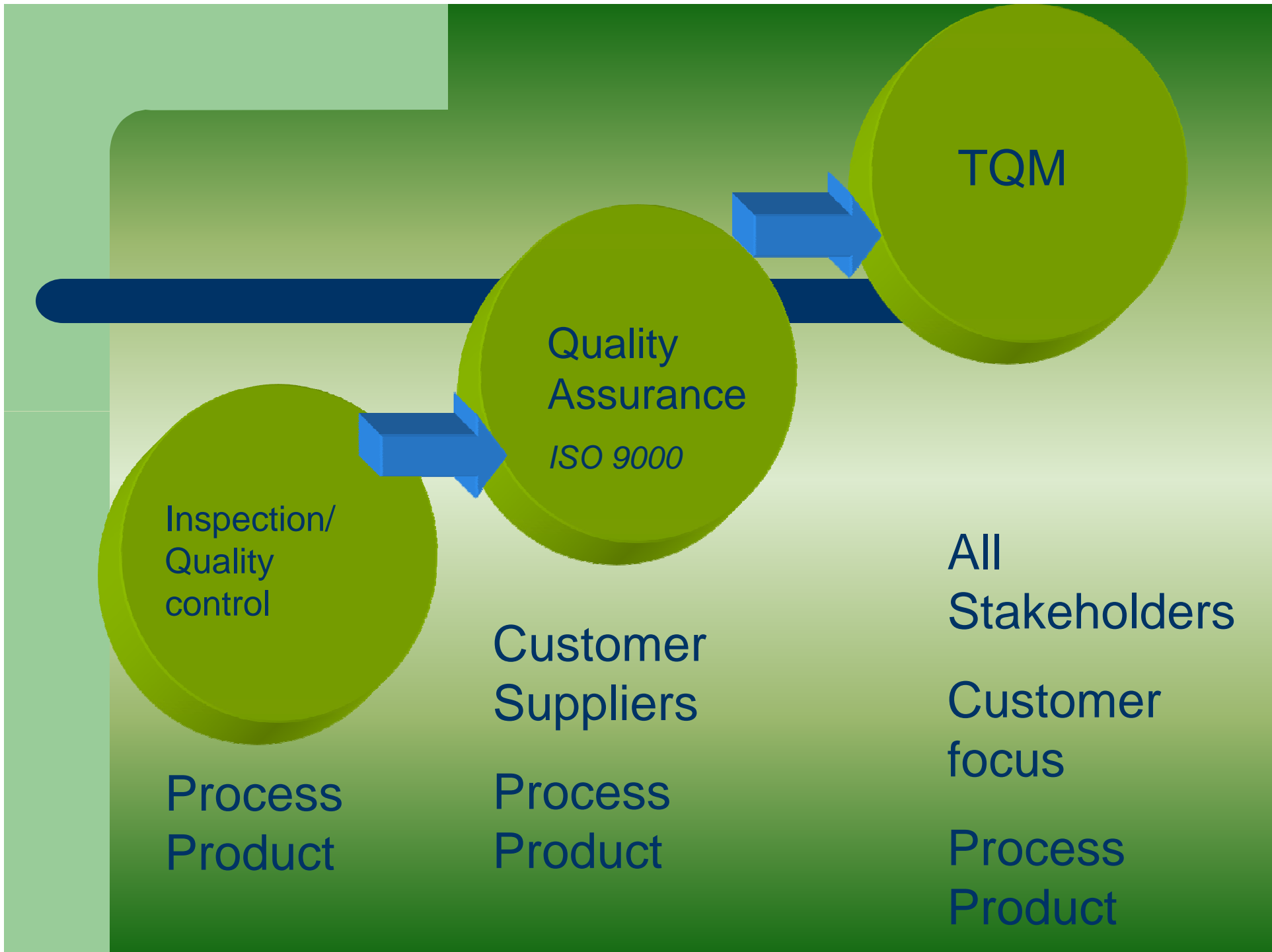
So QMS is meant to establish a framework of reference to ensure that every time process is performed, the same information, method, skills, and controls are used and applied in a consistent manner.

ISO Standards

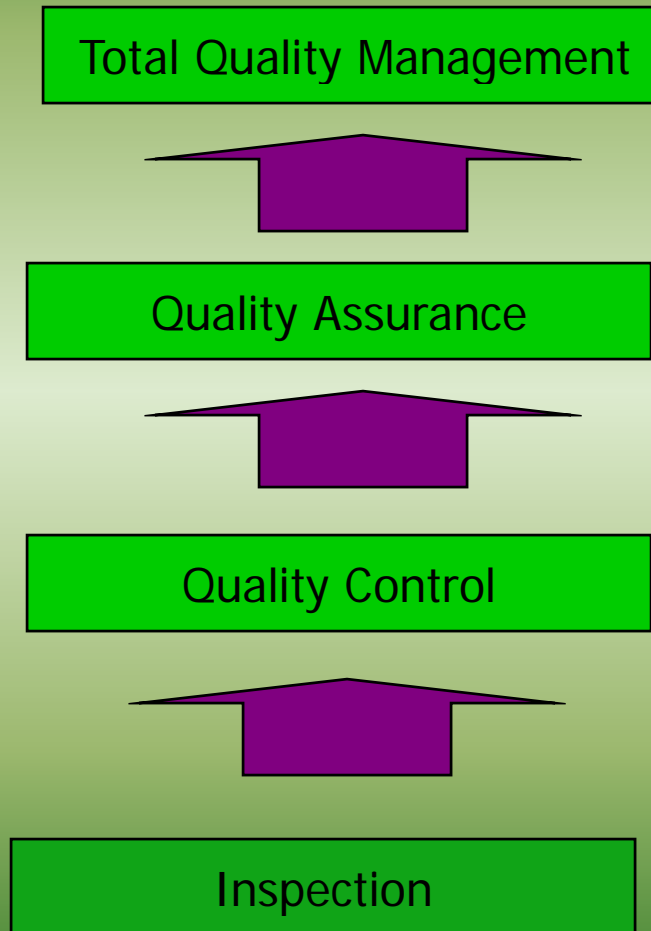
- A set of quality standards governing the documentation requirement of a system
- ISO 9001:2000 (QMS)
- ISO 14001:2004 (EMS)
- ISO 17025 (GLP)
- SA 8000 (Social Accountability Std.not ISO Std.)

TOTAL QUALITY MANAGEMENT

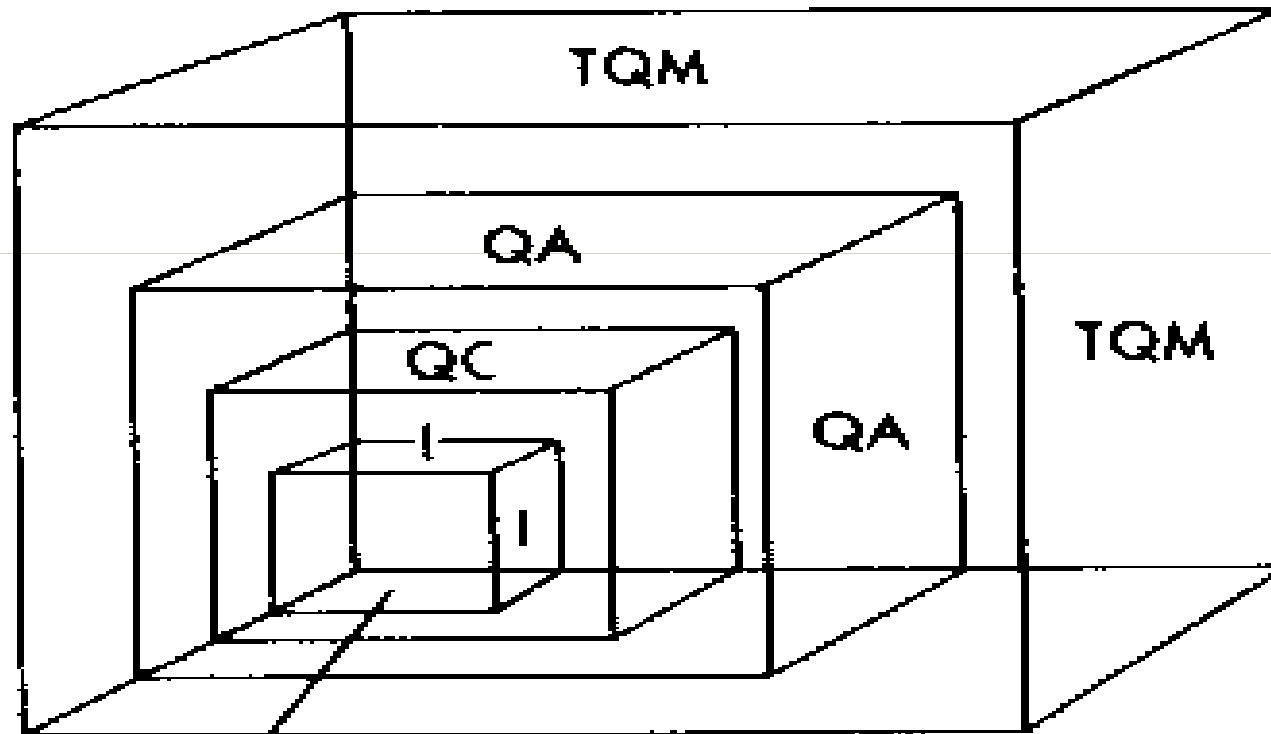
- The comprehensive approach towards quality management system
- The process of individual & organizational development the purpose of which is to increase the level of satisfaction of all the stakeholders



EVOLUTION OF TQM



SCOPE WISE



Inspection

Total
quality
management
(TQM)

Quality
assurance
(QA)

Quality
control
(QC)

Inspection

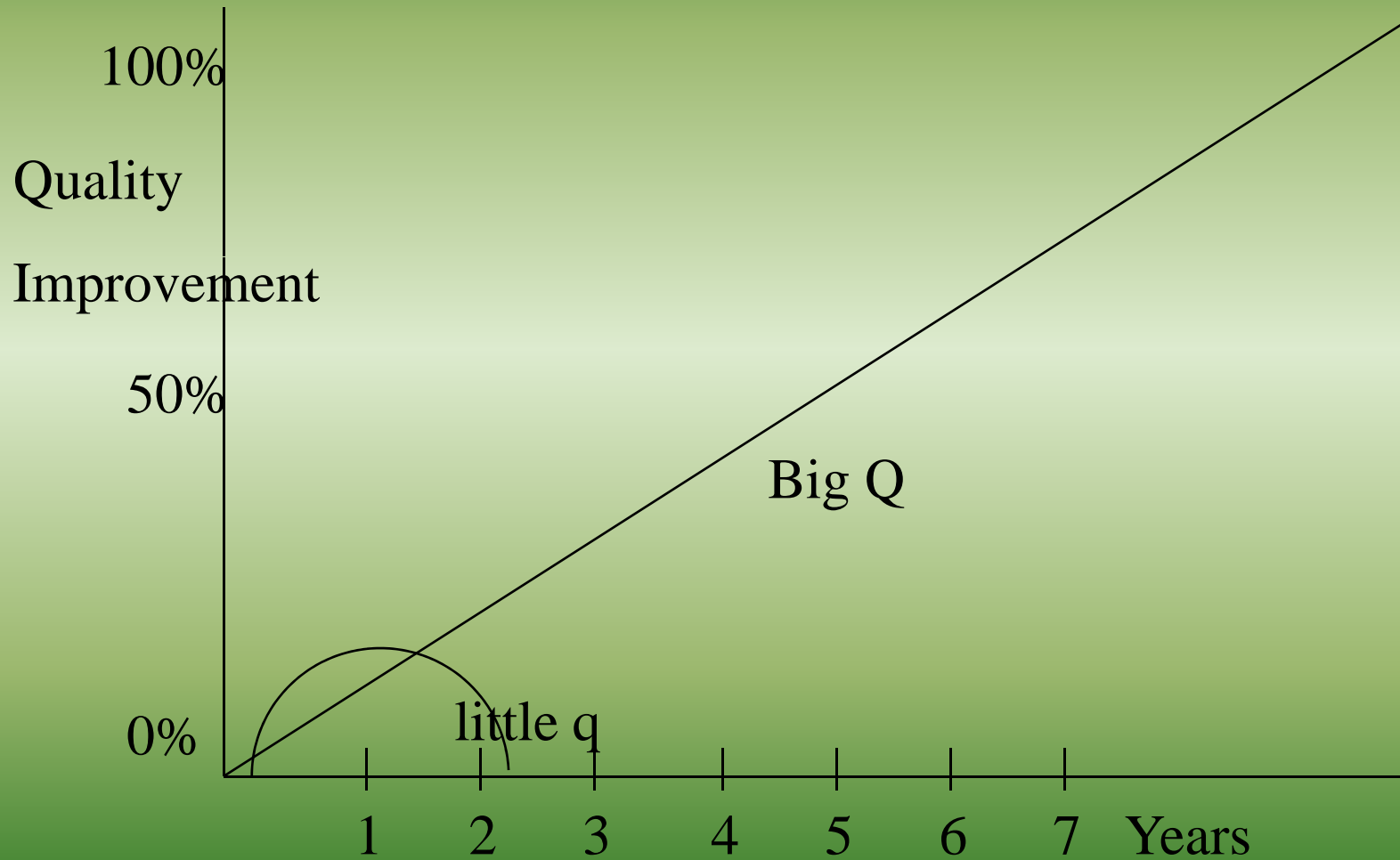
“BIG Q” Vs “LITTLE q”

Managing for quality in all business processes and products (big Q)

&

Managing for quality in a limited capacity—traditionally only in factory products and processes (little q).

“BIG Q” Vs “LITTLE q”



TIME FOR QUESTIONS