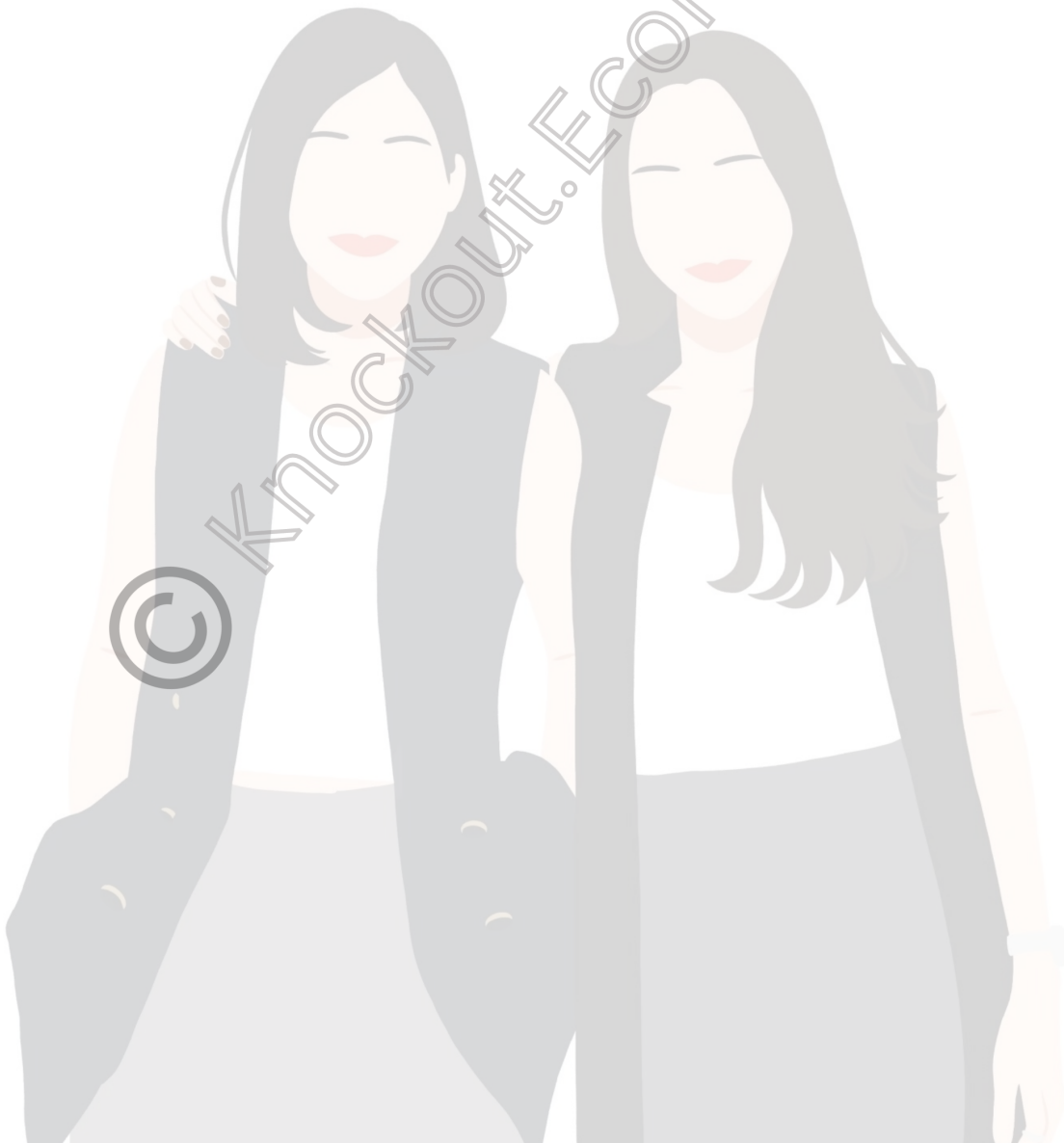


## Chapter 19 Achieve quality production

### Key terms

1. Quality : to produce a good or a service which meets customer expectations.
2. Quality control: the checking for quality at the end of the production process, whether it is production of a product or service.
3. Quality assurance: the checking for the quality standards throughout the production process, whether it is the production of a product or service.
4. Total Quality Management(TQM): the continuous improvement of products and processes by focusing on quality at each stage of production.



## 1. Why quality is important and how quality production might be achieved

Quality : to produce a good or a service which meets customer expectations.

This will ensure that the business :

- Establishing a brand image
- Building brand loyalty
- Maintaining a good reputation
- Helping increasing sales
- Attracting new customers

**BUT** If quality is not maintained the business wil :

- Losing customers to other brands
- Having to replace faulty products or repeat poor services which raise cost.
- Creating a bad reputation.

## 2. The concept of quality control and how businesses implement quality control

**Quality** : means produce goods and services to meet customer expectation (no fault+ high quality)

**Quality control**: is the checking for quality at the end of the production process, whether it is the production of a product or services.

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Tries to eliminate faults or errors before the customer receives the products or services.</li><li>• Less training required for the workers.</li></ul>	<ul style="list-style-type: none"><li>• Expensive as employees need to be paid to check product or services</li><li>• It doesn't find why the fault has occurred therefore is difficult to remove problems.</li><li>• It increases cost if products have to be reworked or service repeated.</li></ul>

### 3. The concept of quality assurance and how this can be implemented

- **Quality assurance:** is the checking for the quality standards throughout the production process, whether it is the production of a product or services.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• To eliminate faults or errors before customers receive the product or services.</li> <li>• Fewer customer complaints</li> <li>• Reduce costs if products do not have to be scrapped or reworked or service repeated.</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive to train employees to check the product.</li> <li>• Rely on employees following instruction of standards set.</li> </ul>

#### 3.1 Total Quality Management (TQM)

: is the continuous improvement of products and processes by focusing on quality at each stage of production.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Building quality into every part of the production.</li> <li>• Eliminating all faults before the customer receives the product or services as it has a “ right first time” approach.</li> <li>• No customer complaints, improving brand image and increasing sales.</li> <li>• Reducing cost as products do not have to be scrapped or reworked or service</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive to train employees to check the product or services</li> <li>• Relies on employees following TQM ideology</li> </ul>

### **How can a customer be assured of a quality product or services ?**

The business can apply to have this **quality mark** on their goods or services and they will have to follow certain rules to be able to keep this quality mark. E.g. ISO (International Organisation for Standardization)

However, they may not usually use a quality mark to show they provide a good service, but by having a good reputation and **recommendation by satisfied customers** they will keep repeat customers as well as gain new ones. E.g. Trip Advisor

