

## Total Quality Management

**Bakshi Satpreet Singh**

Integrated MBA,  
VIT University Chennai campus,  
Chennai, Tamil Nadu, India

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**ABSTRACT:** Companies across the world is trying to improve their business and TQM is the one of the most important aspect when implemented in a proper way can give company a huge success. All kind of companies are product and service oriented and they need to provide a quality product to the customers. This quality can only be improved by TQM. The aim of this paper is to understand the importance of TQM, why a company should think of Total quality management in the first place. This paper also points out the importance of quality, Evolution of TQM, stages of TQM and the tools to control the quality. In this paper we will also see a new innovative quality control technique which I named as bucket stone diagram.

**KEYWORDS:** Total Quality Management, Bucket stone diagram.

### INTRODUCTION

Today in the world of globalization quality has become a major factor in achieving a competitive advantage .Every company around the world thinks how to beat their competitors and how to improve their business . This can be only be achieve when a company provides a quality goods and services and for this they have to focus on total quality management . When a company provides a good quality product and services it leads to increase in sales and profitability of the company . Poor quality of products by the company leads to discontented customers . So there is a need for the companies to follow Total quality management.

### TQM ("GOAL IS CUSTOMER SATISFACTION" )

Total quality management is the combination of all the functions and process within an organization in order to achieve continuous improvement in goods and services. Total quality management also reduces wastes and non value activity while improving quality , efficiency and safety.

According to International Organization for Standardization standard , TQM is define as , "*A management approach of an organization centered on quality, based on the participation of all its members and aiming at long term success through customer satisfaction and benefits to all members of the organization and society.*"

### EVOLUTION OF TQM

There are four stages in evolution of TQM . They are :-

- **Inspection** : This was the first stage in evolution of TQM . This stage involves examination, measurement, testing and gauging of material or items.
- **Statistical Process control** : It is a method of quality control by using statistical methods. The tools used in Statistical process control is control charts .

- **Quality Assurance** : It is a way of preventing defects in manufactured products and avoiding problems when delivering services to customers.
- **Total quality Management** : It is the combination of all the functions and process within an organization in order to achieve continuous improvement in goods and services.

### BENEFITS OF TOTAL QUALITY MANAGEMENT

The various benefits of Total quality management are as follows :

- **Customer Loyalty** :One of the major benefit of TQM is that the customers continue to buy the company's product . With TQM a company can able to retain its customer .
- **Market Share improves** :Another benefit of TQM is that it helps to increase the market share of a company . When a company provides a quality product more and more people buy those products which leads to increase in market share of a company .
- **Greater Productivity** : TQM also help a company in greater productivity .TQM helps a company to reduce wastage and non value activity which lead to greater efficiency and quality.
- **Sales** : TQM helps a company to increase its sales . With TQM company produces quality product and services , this attracts the customer and they buy more and more products and services . When this happen it ultimately leads to increase in sales of a company .
- **Cost Reduction** : TQM can reduce costs throughout an organization, especially in the areas of scrap, rework, and warranty cost reduction. These cost reductions flow straight through to bottom-line profits, there can be a startling increase in profitability.

### CHARACTERISTICS OF A TQM LEADER

- One of the important characteristics of TQM leader is that he should be visible , committed and knowledgeable .
- He should have a missionary zeal and customer contact
- He should have a strong and aggressive drivers .

### QUALITY

Quality means free from defects , deficiency and significant variation. Quality also define as " fitness to use ". A product is said to be a quality product when it is exceeding or meeting customer expectation .

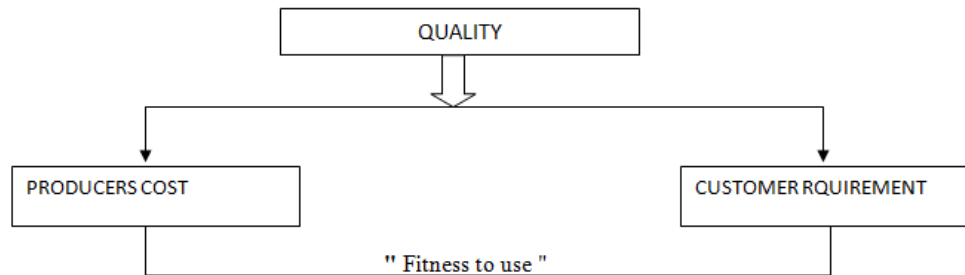
Quality ————— Exclusive  
└─┬─  
  Bank - Service

Hotel - Customer Satisfaction

Manufacturing - Quality product

According to Dr. Joseph Juran " *quality as fitness for use in terms of design, conformance, availability, safety, and field use*" .

We can put quality in this way :

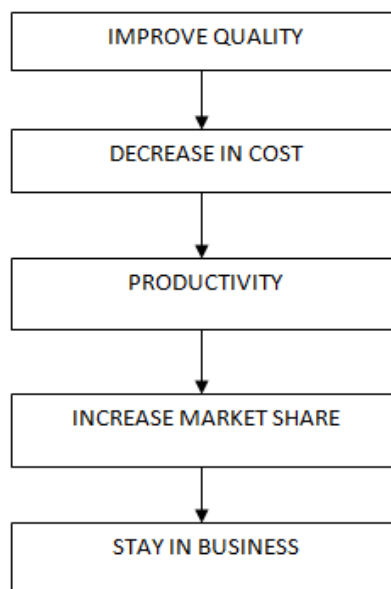


### APPROACHES TO DEFINE QUALITY

- Transcendent ( I can't define it but I know when I see it )
- Value based ( Giving customer the maximum value )
- Product based ( in term of cost and features )
- User based ( Convenience to use )

### IMPORTANCE OF QUALITY

Quality is required because it make sure that products and services meet the required standard . When quality is improved it leads to decrease in cost which further leads to productivity , increase in market share and stay in business . Quality encourages reduce waste , customer satisfaction and increase revenue .



### Quality Control Tools

We know about various tools . Quality control tools are divided into two , Basic quality control tools and new quality control tools .Basic quality control tools are based on numerical data where as new quality control tools are based on verbal data . The various basic quality control tools are check list, fishbone diagram , control chart, histogram , pareto chart , scatter diagram and stratification . The new quality control tools are relation diagram , tree diagram , arrow diagram , affinity diagram , matrix diagram etc . I did a research and made a new quality control tool which is bucket stone diagram . Let us see what it is all about :-

### BUCKET STONE DIAGRAM

Bucket Stone Diagram is a tool that shows systematic relationship between a given problem , its causes and its expected effects .It is a effective tool to systematically generate ideas about causes for a problem, it's possible effects and to present them in a structured way.

There are actually four parts in this Diagram :

- Problem
- Causes
- Effects
- Solutions

Let see , the steps in the procedure to prepare a Bucket stone Diagram :

- Be clear about the problem you are facing and define the problem .
- Find out what could be the possible causes for this problem , identify the main important causes for the given problem through techniques like brainstorming and group discussion.
- After identifying the causes , identify what are the possible effects , how much worse it can be.
- Then after knowing the effect and causes go for the possible solutions to solve this problem . Identify the various solutions to solve it .

Let see the example for the Bucket stone diagram :

**Problem :** Dell Xps Laptop sales down .

**Possible causes :**

- Outdated graphic card
- Less RAM
- Higher Cost
- Heating issue

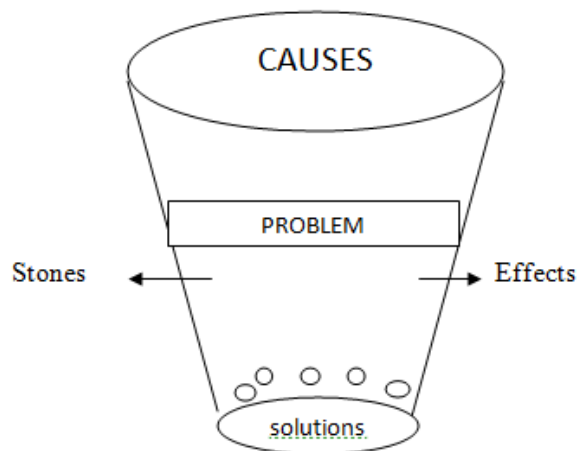
**Possible effects :**

- Customer does not be able to play new games
- Less performance
- People finding cost more than benefit
- Gives people a skin problem

**Solutions :**

- Improve graphic card.
- Increase in RAM .
- Balance benefit and cost .
- Improvement in Laptop fan .

Let see a diagram of a Bucket stone :-



**CONCLUSION**

Total quality management is practice by many companies across the world . With Total quality management companies have attain competitive advantages . Today in the age of globalization it is very necessary for every company to provide a quality product and services to their customers . Therefore company have to focus on total quality management in order to do that . Remember a company without TQM implementation is just a boat without a boatman.

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