



## 4.3 Achieving Quality Production

### What are the importance of quality?

1. Creates good reputation => customer loyalty
2. Creates strong brand image => good public relations => attracts investment/increase confidence of investors, attracts skilled workers easier
3. Gains competitive advantage over competitors => increase market share
4. Maintain/increases sales => Profits
5. Customers more likely to buy new product from past good quality service/product.

### What are the different ways a company can improve quality of their products or service?

1. Quality control
2. Quality assurance
3. Total quality management

### What are the key features of TQM?

1. Quality circles
2. Benchmarking
3. Empowerment
4. Statistical process control

### What is the difference between quality control, assurance and TQM? What are the advantages and disadvantages?

1. Quality control – defects detected in end product
  - a. Advantages
    - i. Removed defected items right before distribution
    - ii. Minimum additional process in operation
  - b. Disadvantages
    - i. Defects not detected during production process => wastage
2. Quality assurance – defects detected during production process
  - a. Advantages
    - i. Defects and error detected during

- ii. Enable continuous improvement production process

- b. Disadvantages
  - i. Changes in production process to eliminate/reduce error may be costly => training for workers/new equipment/machines

3. Total quality management – opportunities for improvement assessed on the whole organisation

- a. Advantages
  - i. Long term improvement in efficiency
  - ii. Strives to get production “right the first time”
- b. Disadvantages
  - i. Costly as it involves the entire organisation => involves extensive and continuous training in improving and maintaining work quality

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