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Conceptual Study of Total Quality Management for Business Organizations

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Abstract

The Total Quality Management is required for Business organizations for improving their performance by using advance technology in performing the business functions . A TQM is concept in which involves quality in all the activities of the business functions . Customers are always demanding the best products and best services from the organizations so that they get best return of what they have paid for. Total quality management (TQM) consists of organization-wide efforts to "install and make permanent climate where employees continuously improve their ability to provide on demand products and services that customers will find of particular value "Total" emphasizes that departments in addition to production (for example sales and marketing, accounting and finance, engineering and design) are obligated to improve their operations; "management" emphasizes that executives are obligated to actively manage quality through funding, training, staffing, and goal setting. While there is no widely agreed-upon approach, TQM efforts typically draw heavily on the previously developed tools and techniques of quality control.

Keywords: Total Quality, Management , Business , Tools , Applications, Improve.

1. Introduction

Quality refers to a parameter which decides the superiority or inferiority of a product or service. Quality can be defined as an attribute which differentiates a product or service from its competitors. Quality plays an essential role in every business. Business marketers need to emphasize on quality of their brands over quantity to survive the cut throat competition.

Why would a customer come to you if your competitor is also offering the same product? The difference has to be there in quality. Your brand needs to be superior for it to stand apart from the rest.

1.1. Total Quality Management

Total Quality management is defined as a continuous effort by the management as well as employees of a particular organization to ensure long term customer loyalty and customer satisfaction. Remember, one happy and satisfied customer brings ten new customers along with him whereas one disappointed individual will spread bad word of mouth and spoil several of your existing as well as potential customers.

You need to give something extra to your customers to expect loyalty in return. Quality can be measured in terms of durability, reliability, usage and so on. Total quality management is a structured effort by employees to continuously improve the quality of their products and services through proper feedbacks and research. Ensuring superior quality of a product or service is not the responsibility of a single member.

Response, customer demand changes, competitive pressure, acquisitions and mergers, and organizational restructuring.

1.2. Principles of TQM

- Customer focus.
- Total employee commitment.
- Process approach.
- Integrated system. .
- Strategic and systematic approach.
- Continual improvement.

- Fact-based decision-making.
- Communications.



Source :- <https://www.google.com/search?q=total+q>

Total quality management ensures that every single employee is working towards the improvement of work culture, processes, services, systems and so on to ensure long term success.

Total Quality management can be divided into four categories:

- Plan
- Do
- Check
- Act

Also referred to as PDCA cycle.

1.2.1. Planning Phase

Planning is the most crucial phase of total quality management. In this phase employees have to come up with their problems and queries which need to be addressed. They need to come up with the various challenges they face in their day to day operations and also analyze the problem's root cause. Employees are required to do necessary research and collect relevant data which would help them find solutions to all the problems.

1.2.2. Doing Phase

In the doing phase, employees develop a solution for the problems defined in planning phase. Strategies are devised and implemented to overcome the challenges faced by employees. The effectiveness of solutions and strategies is also measured in this stage.

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1.2.3. Checking Phase

Checking phase is the stage where people actually do a comparison analysis of before and after data to confirm the effectiveness of the processes and measure the results.

1.2.4. Acting Phase

In this phase employees document their results and prepare themselves to address other problems.

The Plan-Do-Check-Act Cycle, and choosing which changes to implement in Brief.



Source :- <https://en.wikipedia.org/wiki/TQM>

The Plan-Do-Check-Act Cycle, created by W. Edwards Deming, is a management method to improve business method for control and continuous improvement of choosing which changes to implement. When determining which of the latest techniques or innovations to adopt, there are four major factors to be considered:

- Levels, goals, and strategies
- Measurement system

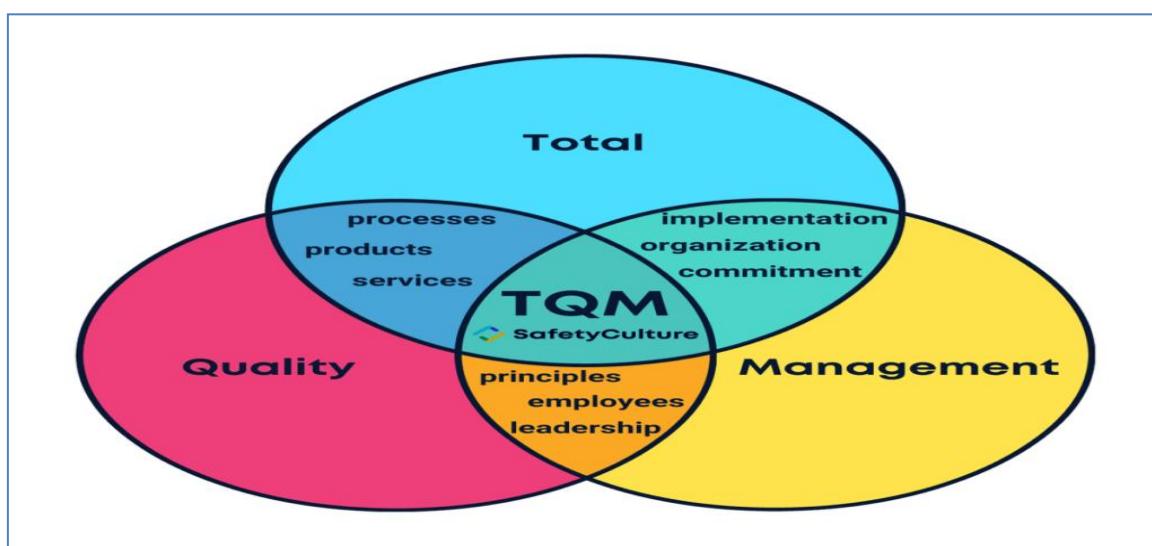
- Sequence of steps
- Implementation and organizational changes

1.3. Elements of TQM

Quality is an essential parameter which helps organizations outshine their competitors and Page | 13 survive the fierce competition.

The success of total quality management depends on following eight elements which are further classified into following four groups.

- Foundation
- Building Bricks
- Binding Mortar
- Roof



Source :- <https://www.google.com/search?q=Conceptual+Study+of+Total+Quality+M>

1.4. Total Quality Models

There are many models of total quality management and it is really not necessary that every organization should select and implement the same model.

Following are the various models of total quality management:

- Deming Application Prize
- Malcolm Baldrige Criteria for Performance Excellence
- European Foundation for Quality Management, and
- ISO quality management standards

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2. Quality Management Tools

Following are the quality management tools:

- **Check List** - Check lists are useful in collecting data and information easily .Check list also helps employees to identify problems which prevent an organization to deliver quality products which would meet and exceed customer expectations. Check lists are nothing but a long list of identified problems which need to be addressed. Once you find a solution to a particular problem, tick it immediately. Employees refer to check list to understand whether the changes incorporated in the system have brought permanent improvement in the organization or not?
- **Pareto Chart** - The credit for Pareto Chart goes to Italian Economist - Wilfredo Pareto. Pareto Chart helps employees to identify the problems, prioritize them and also determine their frequency in the system. Pareto Chart often represented by both bars and a line graph identifies the most common causes of problems and the most frequently occurring defects.
- **The Cause and Effect Diagram** - Also referred to as “Fishbone Chart” (because of its shape which resembles the side view of a fish skeleton)and Ishikawa diagrams after its creator Kaoru Ishikawa, Cause and Effect Diagram records causes of a particular and specific problem .The cause and effect diagram plays a crucial role in identifying the root cause of a particular problem and also potential factors which give rise to a common problem at the workplace.
- **Histogram** - Histogram, introduced by Karl Pearson is nothing but a graphical representation showing intensity of a particular problem. Histogram helps identify the cause of problems in the system by the shape as well as width of the distribution.
- **Scatter Diagram** - Scatter Diagram is a quality management tool which helps to analyze relationship between two variables. In a scatter chart, data is represented as points, where each point denotes a value on the horizontal axis and vertical axis.

Scatter Diagram shows many points which show a relation between two variables.

- **Graphs** - Graphs are the simplest and most commonly used quality management tools. Graphs help to identify whether processes and systems are as per the expected level or not and if not also record the level of deviation from the standard specifications.

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3. Conclusion

Total Quality management is must for the development of the organization since the quality will be the main agent for the customer satisfaction and to develop the business process in long term. The quality elements and different quality models should be properly implemented in the organization for the benefit of the all stakeholders. This paper is decent contribution in creating the awareness among all the stakeholders of the business to make the quality products

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Biography

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