

## TOTAL QUALITY MANAGEMENT

Total Quality Management is a philosophy that involves each and every individual in an organization in a continual effort to improve quality and achieve customer satisfaction.

### The TQM Approach

TQM is not called philosophy for nothing. It is that common viewpoint as well as attitude shared by the whole organization that helps the organization achieves its prime objective of increase in revenue as well as a continuous relationship with the customer, by providing a quality based service which fulfills the customer's needs and requirements. If we apply the TQM approach we can identify the role played by various departments and interfaces of the organization. These roles at the functional and departmental levels if not in line with the organizational strategy would not allow the organization to pursue TQM.

Sr.	TQM Approach	Department
1.	Find out what the customer wants	<b>Marketing</b>
2.	Design a product or service that meets or exceeds customer wants	<b>Design Dept</b>
3.	Design processes that facilitates doing the job right the first time	<b>Operations Dept</b>
4.	Monitor and Audit (Keeping track of) results	<b>Senior/GM Managers</b>
5.	Extend these concepts to suppliers	<b>SCM/Logistics/Warehouse/Materials</b>

### Elements of TQM

TQM is a philosophy so its elements consist of the various strategies, tactics which includes the following:

- Continual improvement
- Competitive benchmarking
- Employee empowerment
- Team approach
- Decisions based on facts

Principles and practices of management | Organisational Behaviour | Accounting for management | Managerial Economics  
Business Communication | Business law | Production and operation management | Financial management  
Human Resource management | Strategic management | Management Information system | Personnel administration  
HR development and training | Industrial relations and labour laws | Organisational development  
Performance and potential management | Total Quality management | Quantitative techniques | Business Environment  
Marketing management

- Knowledge of tools
- Supplier quality
- Champion
- Quality at the source
- Suppliers

Of the elements described above, we should also focus our attention on the idea of continuous Improvement as well as Quality at the Source. Continuous Improvement: Philosophy that seeks to make never-ending improvements to the process of converting inputs into outputs. The Japanese manufacturer as well as service providers have longed used this concept. Kaizen is the Japanese word for continuous improvement. Quality at the Source: The philosophy of making each worker responsible for the quality of his or her work.