

## “TOTAL QUALITY MANAGEMENT”

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### ABSTRACT

Data in short is called information. Collection of data for the purpose of reviewing and analyzing of data is the main aim. Herein the data collected through Qualitative, Quantitative Method is analysed. Data collection method is described in the Research Methodology chapter. For this particular study, data has been collected using Qualitative Method. Any data in the form of a narration is termed as Qualitative data. The data is collected using interviews, open ended questions, and other less structured formats.

What does ‘data analysis’ mean? Does it refer to one method or many? More importantly, can people – without a background in math or statistics – learn to identify and use data analysis in their work? Data analysis can refer to a variety of specific procedures and methods. It is important to see data analysis as part of a process. Data analysis involves goals; relationships; decision making; and ideas, in addition to working with the actual data itself. Simply put, data analysis includes ways of working with information to support the work, goals and plans. From this perspective, data analysis process would include the following key components:

### INTRODUCTION

Implementation of TQM process into the organisation requires many pieces of information. All department of TATA Motors – production, supply chain, human resource, marketing and customer service is involved in the collection and subsequent use of information gathered. . To understand the implications of TQM implementation and the resultant outcome of it, managers from TATA Motors have been interviewed through an open ended questionnaire. The managers are from

various domains and functions of the TATA Motors family. TQM as a process does not affect the production only, it also has implications on the employee – employer relationship, customer - company relationship and the marketing functions. Marketing gets affected as the quality of collaterals changed keeping in mind the TQM process and demands.

### Total Quality Management

The bad effects on the quality products leads to the failure of the organization and it will effect on the part of marketing. Many of the organizations today are suffering from losses because of the bad quality of product. The customer satisfaction on the products declines. The main reason for such a decline is the sale of the products is the satisfaction of the customers.

The companies now have understood the importance of the customers. So the successful companies, according to their satisfaction, needs and wants have improved the products. The companies have improved their standard quality by using total quality management process. The companies have started to produce not only quality products but also satisfy the esteem customers.

The term total quality management refers to the management process of improving product or goods in an organization. Quality which is the main essential element of any organization is the key success for the business and marketing. Total quality management is totally dependent on quality assurance. Quality assurance refers to the ability of customer needs and to manage the customer satisfaction.

The quality assurance system is the basic organizational structure of an organization.

The organizational processes and procedures are required to meet the quality of product as per the customer's needs and wants. Total quality management is the integration factor of a business. It provides an excited product to the customer through a process of randomly improvements.

### **EVOLUTIONS**

The process mainly focuses on the customer's needs and wants and then improving the products and services. In the beginning the organization focuses on customer's attitude which varies from customer to customers and their needs. The quality of products should be of customer expectation.

The organization has to think about that how to maintain the customer needs and the good quality of products so as to improve products quality and quantity. Now the evolution of total quality management is of continuous improvement. There are seven steps to select a theme, collection of analyze data, analyze the causes, do a plan to help implement solution, evaluate effect, standardize the solution and reflect on process. The reason behind the participation is to provide better salary, job security, good job environment, interesting work and self-development to the employees. The evolution of social networks and the dependent on training, national standard certification, and development of new method.

The total quality management is a successful factor in product design, managing the processes, total involvement by the customer. Also in the case of providing feedback information by the customer, training and full involvement of the employer.

Therefore, the total quality management process is mainly used for the satisfaction of the given customers including the use of various approaches. In the recent times, organization have applied for total quality management method in their organizations. This is done to satisfy the customer's needs and wants, employee

participation, supplier partnership and continuous improve of product quality.

### **4.2 Implementation Issues for TQM**

For many years, the business or organization houses are using the term Total Quality Management (TQM). Total Quality Management has some pros and cons while in the part of implementations. The main implementation of Total Quality Management is that it brings out sophisticated technologies. The organization that used Total Quality Management methods got successes in every field. Total Quality Management helps in meeting the requirements of the customers and their satisfaction. This has helped in the improvement quality according to the needs of the esteem customers.

Total Quality Management helps in the engineering of various projects. Engineering can be better understood by the help of market strategies, communication skills. Enhancing the leadership quality plays an important role in the engineering part.

### **Improvements**

Total Quality Management has been improving continuously over the years. Due to this improvement the company is able to deliver quality products and services. The involvements of customers in the organization are welcome for the betterment. Better priorities to the esteem customers and the coordination from employees are excellent.

Employee's contributions in the company will help in the concentrations of the company. The company must provide high return on the investment by improving the efficiency of the products and services. A total Quality Management method helps in the balancing between services and manufacturing industry.

### **Problems of Total Quality Management**

Total Quality Management has various problems implementing in small business. The lack of involvement or participation from the employees in the organization. Therefore, the company's quality

management is fully dependent on the customer's participations or involvement. Incorporation from the customer and employees as well will not be able to provide quality products. Sometimes it is not possible for a company to fulfill the satisfactions of the customers. Time management is the important factor of an organization.

Another problem in the total quality management is the lack of motivation and satisfaction from employees and customers. If the employees of an organization is not satisfied with the working environment. Then the employers have to provide better working environment. For the customer, the company have to produce only those products which are wanted by them.

#### Leadership Management

Management of leadership is the most important factors for the success total quality management. The growth of the company will not be completed if there a failure in the process of leadership. Poor production cost will not create a problem in the business organization processes. Also it will affect the working condition of the company.

All the time will not be suitable for the employees in this organization. Sometimes unfriendly behavior of the manager creates a problem to develop the quality of the product.

#### Quality Awards and Models

Efforts to improve the practice in the quality management various reforms were taken into account. The various organizations in the field of reorganizations have come up in awarding the best business in the field of quality management.

These organizations have set up one core principle in the management of quality. The factors are including customer driven quality, leadership, continuous improvement and learning. It also has employee satisfaction, design quality and prevention, planning for the future, company responsibility and citizenship,

and results.

The seven categories includes leadership, strategic planning, customer and market focus, information and analysis, human resource focus, process management and business results.

#### Leadership

Leaders takes the risk of losses in creating a innovates product. Leaders have to take all the necessary steps in the development of the products. Leaders have the have the potential to create the demand and supply of the products.

#### Strategic planning

Strategic planning is defined as the direction and decision making regarding the allocation of resources in the strategy. Strategies are done to maintain a proper flow of the work and resources to maintain the quality of products. Without proper strategic planning a business may not succeeded in the competitive market. Strategic planning helps in evaluation the outcomes and helps in prevent the losses. Improper planning will lead to the failure of the strategic planning.

#### Customer and market focus

Customers are the ones who purchases goods and services from the company. Today customers are considered the king of the markets. Those days are gone where production results in sells of the products. Now, the company have to produce according to the taste and preference of the customers. The company have to focus on the market trends so as to maximise the profits. The market trends keeps on changing. Right quality of product and services at the right time leads to profit maximization.

#### AWARDS

Awards are given to an individual or group of individuals to recognise their excellences in various fields. Awards may be in the form of certificates, trophy, medals or ribbons. Awards are the recognition for the people or organization. An award creates awareness among the

people on various aspects. Better the recognition better will be the demand and supply of goods and services.

#### Global Scenario

As the number of business in the world is increasing. The number of the also increased. This growth has helped in the development of the business sectors. Now, business can bring out better and innovative products. This have helped the foreign companies to set up industry in various countries in order to obtain standardizations. Due to the competitions among the different companies, the have emerged into a new concept. This has lead to certification of standard products and minimized the competitions.

#### Audit

The internal audit is considered healthier than that of the external audit. This audit helps in ascertaining the quality of the business. Audit is vital to each and every organization. It helps in controlling the quality. The company can make the necessary adjustments if the company have diverted the quality.

#### Effectiveness

The effectiveness of the is to monitor and improve quality. Without proper quality, business cannot be called effective. The company have to continuously evaluate the effectiveness so as to improve the quality. The effectiveness will increase when there is proper quality control.

Effectiveness can be controlled by proper utilization of the resources A company have to use this resource judiciously in ensure that the resources are used properly. Effective use of this resource will lead to better products and services at a reasonable price.

#### Role of TQM

There are various roles regarding certifications. It provides quality standards on the products manufactured by the different companies. This standard helps in the controlling of quality products and ensures that the quality products are sold in the markets at the fair price.

ISO 9000 provides the basic facilities to

the business for the development of the products. This policy helps the business to upgrade the technology and machinery, research and development of products. This policy helps to link the business to the needs of the customers.

It creates goodwill of the company as well as for the customers. This helps in the determining the working condition of the plant and the improvements to be made.

The provides a base for the development of new products. The testing of the product is done scientifically. The business houses plans and develops the stages and strategies of the product. The new product is launched only when the company is satisfied with it.

#### ADVANTAGES

ISO 9000 have many advantages. It creates more effective operations and helps in increasing the satisfaction and retention of customers. Better and quality products to customers will give profits to the business. Besides satisfaction to customers, it enhances the marketing of the products in the markets.

Proper training and evaluation of the employees helps in the development of motivation and awareness. It will lead to the future development of quality outputs and will create overall growth in the production of goods. Modern practices of management will reduce the wastage of materials and manpower in an organization. Due to this the organization will import new technology and machinery. The company can maximize the profit.

#### CRITICISM

The common criticism found in is the registration process. It requires lot of time and money and it is a long process. This hampers the quality production of the goods and services. The quality of the employees and staff is not improved.

Another criticism of is that the lack of motivation from the people. This may result in strike and unemployment. The employees may leave the organization as there will be no proper training and status.

## CONCLUSION

Total quality management is the overall view of the quality of products and services. This management deals with the production of goods and services at a cheaper price. The total quality management was coined during World War II. The total quality management partly falls under the. Under this, the company sets the standard norms relating to the system and the needs of the customers was coined in the year 1987. The total quality management have various advantages, roles and limitations. The advantages of are like, it creates more effective operations and helps in increasing the satisfaction and retention of customers. The role of is that it helps in the controlling of quality products. And to ensures that the quality is good.

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