

A top-down view of a wooden desk with various business-related items. A person's hands, wearing a dark suit, are visible. One hand holds a pen and points to a line graph on a document titled 'Trading Graph'. The graph shows a fluctuating line with an upward trend. Other documents on the desk include one with a pie chart showing percentages (50%, 30%, 15%, 5%) and another with the heading 'Current financial situation'. A laptop is partially visible in the upper right. In the lower left, there is a spiral-bound calendar with a date marker for 'Today's meeting' and a note 'Dinner with family 5:15 pm'. A newspaper clipping is also visible, featuring the headline 'y of the n Union'.

WHAT IS TOTAL QUALITY CONTROL?

M T W T F S S

	2	3	4	5	6	7	8
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

WHAT IS TOTAL QUALITY CONTROL?

THE QUALITY OF A PRODUCT IS ITS ABILITY TO SERVE & SATISFY THE NEEDS OF ITS CUSTOMERS

TO PRODUCE HIGH QUALITY PRODUCTS, YOU CAN CONDUCT SURVEYS TO UNDERSTAND CUSTOMER NEEDS & REQUIREMENTS

THIS HELPS TO DESIGN FEATURES OF THE PRODUCTS THAT FULFIL CUSTOMER NEEDS

HIGH QUALITY CAN BE ATTAINED THROUGH COLLECTIVE & COORDINATED EFFORTS OF ALL DEPARTMENTS

THE CONCEPT OF 'IMMEDIATE CUSTOMER' HELPS YOU ACHIEVE THE REQUIRED LEVELS OF QUALITY

NEXT LECTURE

WHAT IS THE CONCEPT OF IMMEDIATE CUSTOMER?