***INTERNAL FAILURE COST***

1. cost of selling books that cannot be reused.
2. cost of getting rid of selling books that cannot be reworked or reused.
3. costs of correcting quality issues on existing product (Books).
4. Rework inspection cost of inspecting our product after rework.
5. cost to replace defective or missing material.
6. cost of product give-away and mislabelling.
7. cost of lower price point of product with quality issue.

***EXTERNAL FAILURE COST***

External failure costs when the defect is discovered after it has reached the customer.

1. Due to some defects and change of mind product returns.
2. Due to some defects repairs or replacement of the book.
3. If the quality of the book doesn’t satisfies the customer warranty claims.
4. lost reputation if defect discovered by the customer.
5. lost business.