

Organizational factors for implementing TQFD

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Abstract

In the current industrial scenario, the thrust for customer focussed strategies is increasing day by day. Quality Function Deployment (QFD) is an ideal on this direction. QFD is an ideal on this direction. Total Quality Function Deployment (TQFD), an enhanced QFD model helps to achieve it in totality. Organisational factors have a vulnerable role to implement a new model. In this background organizational factors for implementing TQFD in an Indian cement manufacturing company has been analysed. For that, a questionnaire has been instrumented. As this study proposes the organisational factors along with TQFD, it can be utilized to improvise/modify the quality of product.

Keywords

TQFD, Organisational factors, Cement manufacturing