EFQM Constructive or Destructive the Business Excellent

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Abstract

The European Foundation for Quality Management (EFQM) is a self-assessment framework for measuring the strengths and weaknesses of organization in-order to continuous improvement of its activities to provide an excellent service or product to the customers and end-users. This model has been created by 14 CEOs of well-known European businesses in 1988 to develop a Management tool that would increase the competitiveness of European organizations. Once this self assessment exercise has been commenced, the organization can take action to improve its performance with aid of EFQM model. In this study will overview the EFQM model. Furthermore analyze the strength and weakness of the model in current market. In addition this paper explains why some firms fail to benefit through the use and application of the EFQM Excellence Model and not succeed to continually improve and achieve higher levels of performance in the business. And the tool fails to provide a clear diagnosis of an organization's activities as well as useful planning of the results to achieve. In this paper we are committed to help organizations drive improvement through the developed EFQM Excellence Model.

Keywords
EFQM, Excellence Model, Management Tool, Total Quality Management