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# TOTAL QUALITY MANAGEMENT

## Total Quality Management (TQM)

Way of managing organization to achieve **excellence**

- **Total** – applies to whole organization
- **Quality** – degree of excellence
- **Management** – art, act or way of organizing, controlling, planning, directing to achieve goals

## What Is TQM

Management philosophy integrating all organizational functions (marketing, finance, design, engineering, production, customer service, internal / external customers, suppliers etc.) to focus on meeting customer needs and organizational objectives

# TQM - Definition

“A management philosophy embracing all activities through which the needs and expectations of the CUSTOMER and Community, and the objectives of the organization are satisfied in the most efficient and cost effective manner by maximizing the potential of ALL employees in a continuing drive for improvement”

## Objective of TQM

- Focus on customer needs / organizational objectives
- Organization - a collection of processes,
- Strive continuously to improve these processes
- By incorporating the knowledge & experiences of workers.

“Do the right things, right the first time, every time.”

## What is Quality

### **Degree of excellence**

- **Conformance to specifications**

How well a product or service meets the targets and tolerances determined by its designers

- **Fitness for use**

How well the product performs for its intended use

- **Value for price paid**

Usefulness of the product/services for the price paid

- **Support services**

After sales support

- **Psychological criteria**

Judgmental evaluations





# Importance of Quality



Market Gains



# Importance of Quality

## Cost Savings





*Keep learning,  
keep  
exploring!*

*Thank you.*

*Any  
questions?*