



# Enablers of total quality management implementation in manufacturing: a case study

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**ABSTRACT** *A good quality management is essential for improving manufacturing competitiveness. Most modern companies in the West have recognized the need to alter their thinking in terms of quality and note that can improve their business performance. Total quality management (TQM) has received considerable global attention both from researchers and from practitioners. TQM has become an essential strategy in both manufacturing and service organizations. This paper deals with the implementation issues of TQM in a gas turbine company which is located in the UK. The research involves studying the current quality problems in the company by collecting and analysing the appropriate information through structured interviews of employees. The results of the project are discussed to highlight the key enablers of TQM implementation in the gas turbine company. Based on the literature and case experiences, a framework for the implementation of TQM is presented.*

## Introduction

Quality has been identified as one of the competitive strategies for improving the business performance in a global market. Many firms are pursuing total quality management (TQM) implementation to deliver high-quality products and services and hence to achieve their business objectives. According to BS4778, TQM is a management philosophy embracing all activities through which the need and expectations of the customer and the community, and the objectives of the organization are satisfied in the most efficient and cost-effective way by maximizing the potential of all employees in a continuing drive for improvement. TQM is the quest for progress and improvement in the areas of cost, reliability, quality, innovation, deficiency and business effectiveness. In other words, TQM is the mutual cooperation of everyone in an organization and associated business processes to produce products and services which meet the needs and expectations of customers. TQM can be effectively used in an organization to develop its techniques in helping to improve its efficiency in production, create a change of culture, introduce teamwork, gain management commitment to quality and to achieve other business improvements.

Oakland (1994) defines TQM as "an approach to improving effectiveness and flexibility

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## **Table of Contents Implementation Of Total Quality Management Case Study**

1. Understanding the eBook Implementation Of Total Quality Management Case Study
  - The Rise of Digital Reading Implementation Of Total Quality Management Case Study
  - Advantages of eBooks Over Traditional Books
2. Identifying Implementation Of Total Quality Management Case Study
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Implementation Of Total Quality Management Case Study
  - User-Friendly Interface
4. Exploring eBook Recommendations from Implementation Of Total Quality Management Case Study
  - Personalized Recommendations
  - Implementation Of Total Quality Management Case Study User Reviews and Ratings
  - Implementation Of Total Quality Management Case Study and Bestseller Lists
5. Accessing Implementation Of Total Quality Management Case Study Free and Paid eBooks

- Implementation Of Total Quality Management Case Study Public Domain eBooks
  - Implementation Of Total Quality Management Case Study eBook Subscription Services
  - Implementation Of Total Quality Management Case Study Budget-Friendly Options
6. Navigating Implementation Of Total Quality Management Case Study eBook Formats
    - ePub, PDF, MOBI, and More
    - Implementation Of Total Quality Management Case Study Compatibility with Devices
    - Implementation Of Total Quality Management Case Study Enhanced eBook Features
  7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Implementation Of Total Quality Management Case Study
    - Highlighting and Note-Taking Implementation Of Total Quality Management Case Study
    - Interactive Elements Implementation Of Total Quality Management Case Study
  8. Staying Engaged with Implementation Of Total Quality Management Case Study
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Implementation Of Total Quality Management Case Study
  9. Balancing eBooks and Physical Books Implementation Of Total Quality Management Case Study
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Implementation Of Total Quality Management Case Study
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Implementation Of Total Quality Management Case Study
    - Setting Reading Goals Implementation Of Total Quality Management Case Study
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Implementation Of Total Quality Management Case Study
    - Fact-Checking eBook Content of Implementation Of Total Quality Management Case Study
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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