

Quality and Notable Names	Performance Quality Dimensions:	Costs of Quality	Consequence of Poor Quality
<p>- Quality: Ability of a product/service to consistently meet or exceed cust. Expectations</p> <p>- Sony promotes continuous, decisive efforts to enhance product quality and to reinforce its quality management system</p>	<p>o Performance- Main Features/ characteristics</p> <p>o Aesthetics- appearance, feel, smell, etc</p>	<p>Appraisal Costs- Costs of act. design to ensure quality or uncover defects</p>	<p>Loss of Bus</p>
<p>- Walter Shewart- "Father of statistical quality control"</p>	<p>o Conformance- conforms to design specifications</p>	<p>Prevention Costs- TQ training, planning, cust assessment, process ctrl, quality improvement costs to prevent defects</p>	<p>Liability</p>
<p>- Edwards Deming- The 14 points of quality management</p>	<p>o Reliability</p> <p>o Durability</p>	<p>Failure Costs- Internal- Costs to incurred by defective parts/products or faulty services</p> <p>Internal- Costs to fix problems that are detected before the product/service is delivered</p>	<p>Productivity</p>
<p>- Joseph Juran- Quality trilogy: quality planning, quality control, quality improvement</p>	<p>o Perceived Quality- Indirect evaluation of quality</p>	<p>External- " " detected after service/ product is delivered</p>	<p>Costs</p>
<p>- Taiichi Ohno & Shigeo Shingo - Toyota Executives- Developed philosophy and methods of kaizen</p>	<p>o Serviceability- Handling of complaints or repairs</p>		
	<p>o Consistency- Quality</p>		
	<p>Who is Responsible for quality?</p>		
	<p>Top Management</p>		
	<p>Design</p>		
	<p>Procurement</p>		
	<p>Production/Operations</p>		
	<p>Quality Assurance</p>		
	<p>Packaging and Shipping</p>		
	<p>Marketing and Sales</p>		
	<p>Cust. Service</p>		

