



# Quality Awareness: Fundamental Principles and Market Requirement Tools

## Quality Management Principles

18.07.2024

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# Introduction

**Definition:** Quality management principles are a set of fundamental beliefs, norms, rules, and values that are accepted as true and can be used as a basis for quality management. The QMPs can be used as a foundation to guide an organization's performance improvement.



**Importance:** These principles help organizations achieve sustained success by improving processes, products, and service.

# Seven (7) Quality Management Principles



# Principles 1: Customer Focus

The primary focus of quality management is to meet customer requirements and make great efforts to **achieve** or **obtain** to exceed customer expectations

- Organization depend on Customer.
- Must understand current and feature customer needs.
- should meet customer requirements and strive to exceed customer expectations

## CUSTOMER

“A customer is the most important visitor on our Premises. He is not dependent on us. We are dependent on him. He is not an interruption on work, he is the purpose of it. He is not an outsider on our business, but he is a part of it. We are not doing him a favour by serving him, he is doing a favour by giving us an opportunity to do so.

- *Mahatma Gandhi*



# Principles 2: Leadership

Leaders at all levels establish unity of purpose and direction and create conditions in which people are engaged in achieving in quality objectives of the organization.

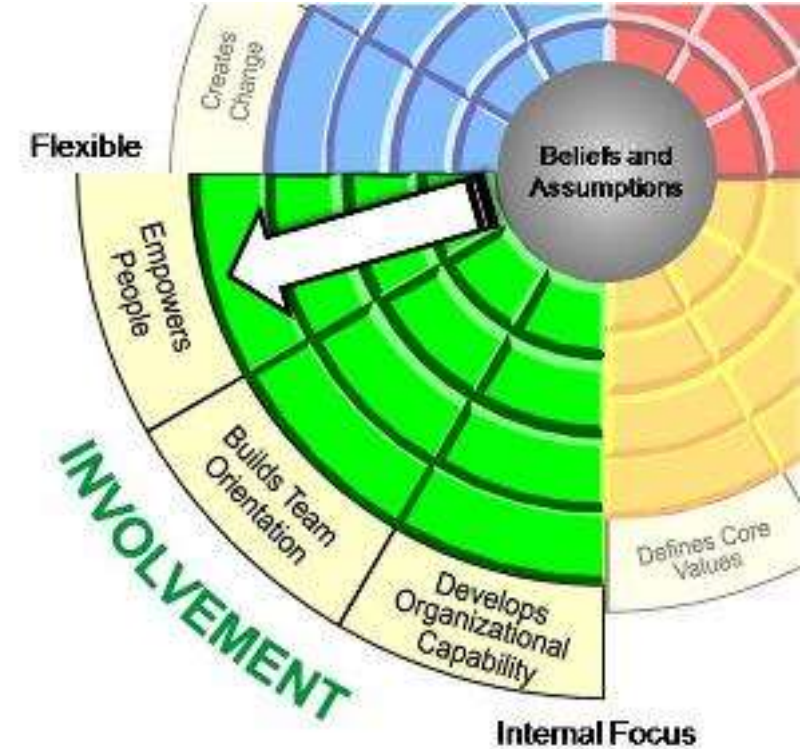
- Leader should establish unity of purpose and direction of the organization.
- Should create and maintain internal environment in an Organization, in which people can become fully involved in achieving the organization's objectives.



# Principles 3: Involvement People

It is essential for organization that all people are **competent, empowered, and engaged** in delivering value.

- People at all levels are the essence of organization.
- People's full involvement enables their abilities to be used for the organization's benefit.



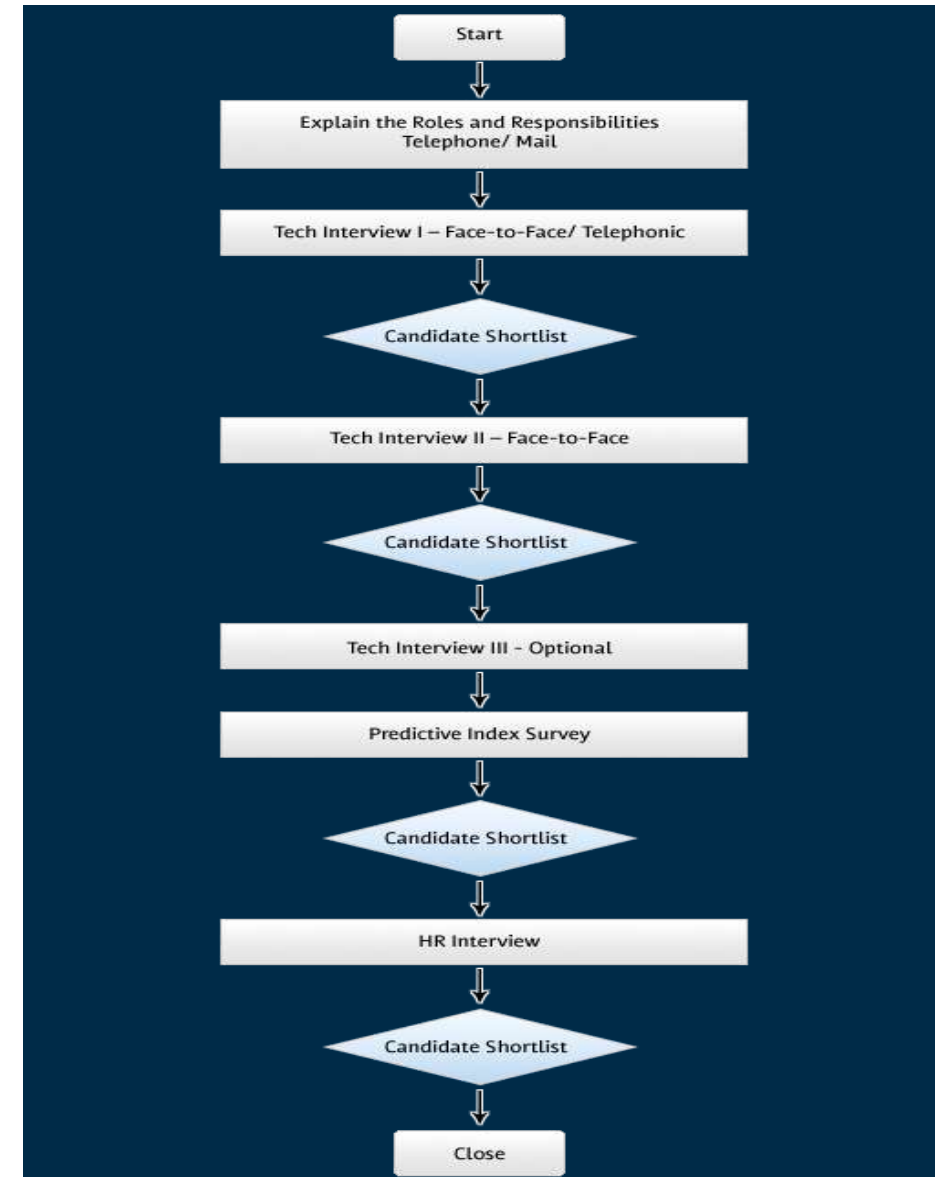
# Principles 3: Process Approach to Management

“The process approach is a management strategy”

“When managers use a process approach, it means that they manage and control the processes, the interactions between these processes, and the inputs and outputs that tie these process together

- A desired result is achieved more efficiently when related resources (Men / Machines / Materials / Money / Methods) and activities are managed as a process.

RECRUITMENT PROCESS



# Principles 5: Continual Improvement

- Successful organizations have an ongoing focus on improvement
- Continual improvement of the organization's overall performance should be a permanent objective of the organization.

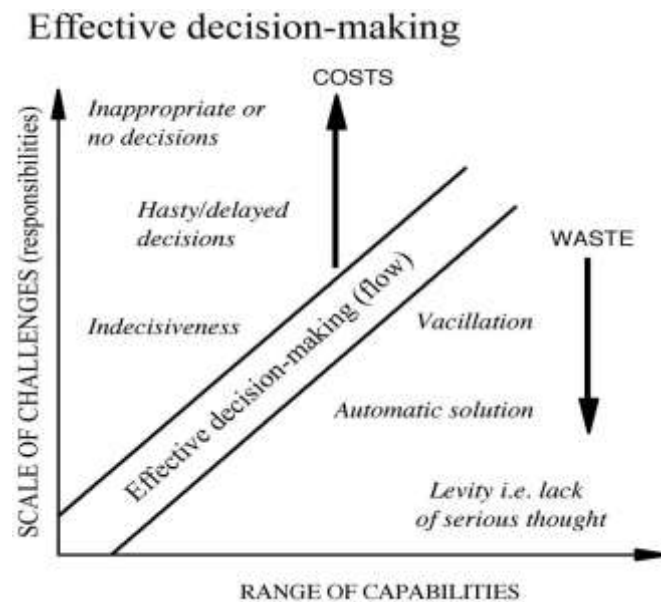




# Principles 6: Factual Approach to Decision Making

**Evidence-Based Decision-Making** is the process for making decisions about a process or policy that is established in the best available research **evidence** and informed by observed practical data evidence from the field.

Effective decisions must be based on the analysis of the data and information



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## Investigation



# Principles 7: Mutually Beneficial Supplier Relationships

For sustained success, organization manage their relationship with their suppliers.

- An organization and its suppliers are interdependent.
- Mutually beneficial relationship with the suppliers enhances the ability of both to create value.



# Benefits of Quality Management Principles

- ❖ **Enhanced Customer Satisfaction:** By focusing on quality, organizations can consistently deliver products and services that meet customer expectations.
- ❖ **Improved Efficiency:** Streamlined processes lead to reduced waste and better resource utilization.
- ❖ **Increased Employee Engagement:** Engaging employees in quality initiatives fosters a sense of ownership and motivation.
- ❖ **Sustainable Success:** Continuous improvement and strong stakeholder relationships contribute to long-term success.

# Asante Sana!



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