



طلال أبو غزالة العالمية  
Talal Abu-Ghazaleh Global

# Quality Management





ما هي الجودة ؟

There are several definitions of quality, the best definition is:

“The degree to which a set of inherent characteristics satisfies requirements.”



**Crosby: Conformance to requirements specifications.**

**Juran: Fit for purpose.**

**Deming: An expected degree of consistency and reliability at a low cost appropriate to the market.**



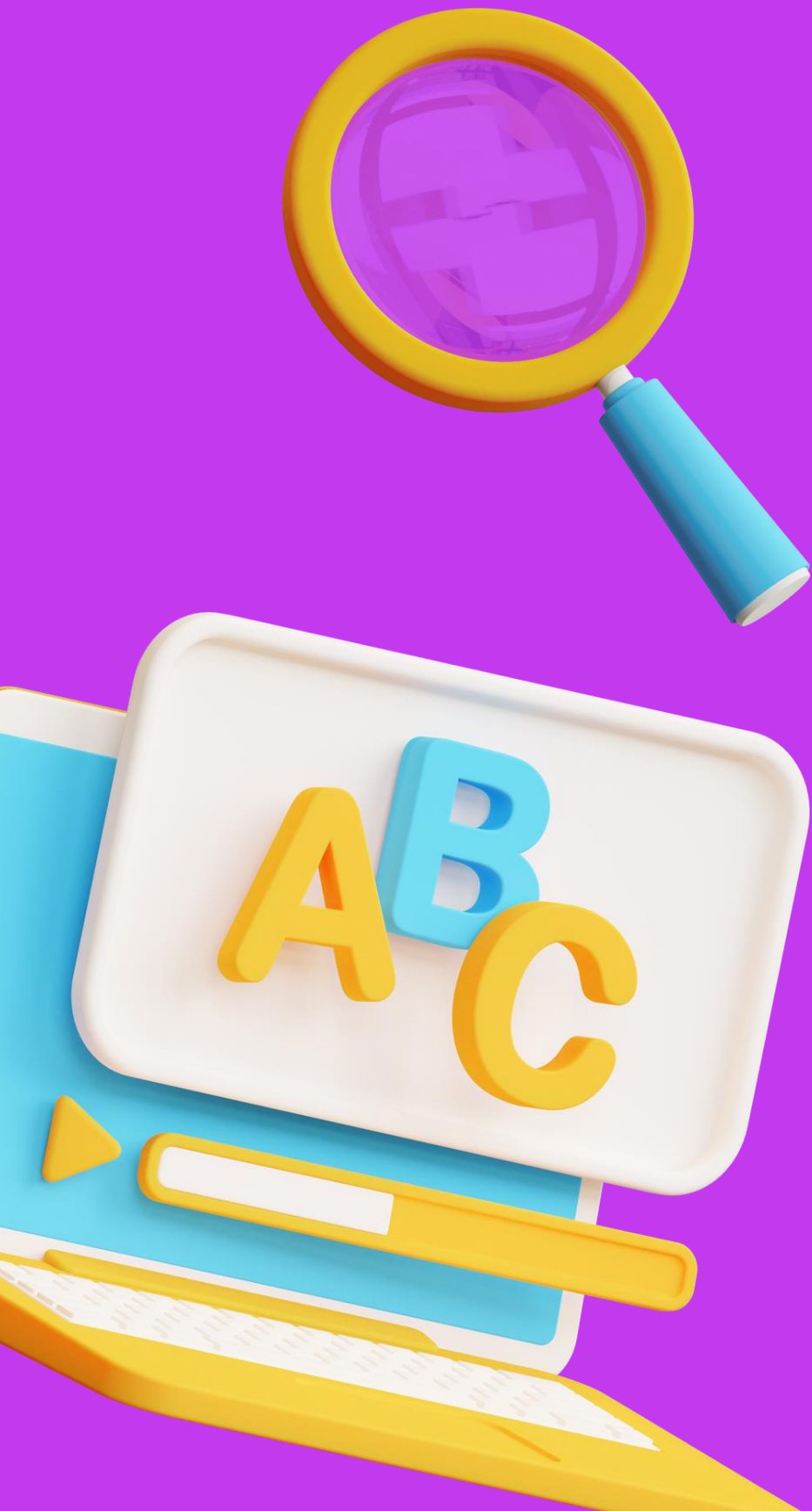
In sum, we find that most definitions of quality contain or include three main issues:



**Physical conformity with specifications: suitability for use and conformity with the specifications of the customer's requirements, needs, requirements and expectations**

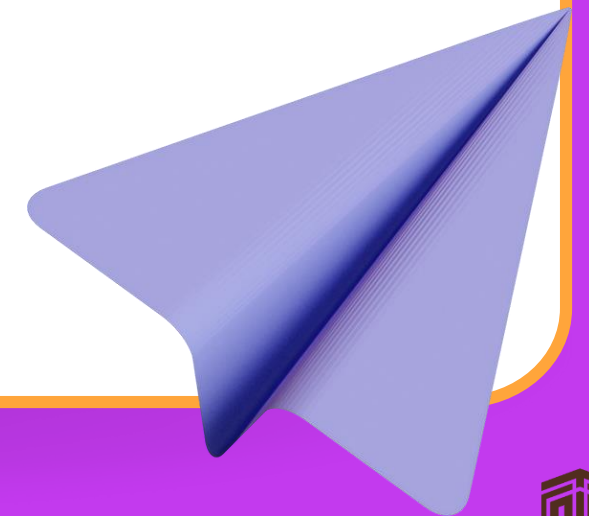
**Delivery at the required time: that is, it should not be delivered before or after the time specified for delivery**

**Customer Services: a reference to relationships with customers, their prices, and services provided to them after the sale**



In other words, a quality of service/product is the product/service that leads to customer satisfaction, and a good definition of quality may be:

The sum of special qualities of an entity that depend on its ability to satisfy explicitly or implicitly stated needs.”

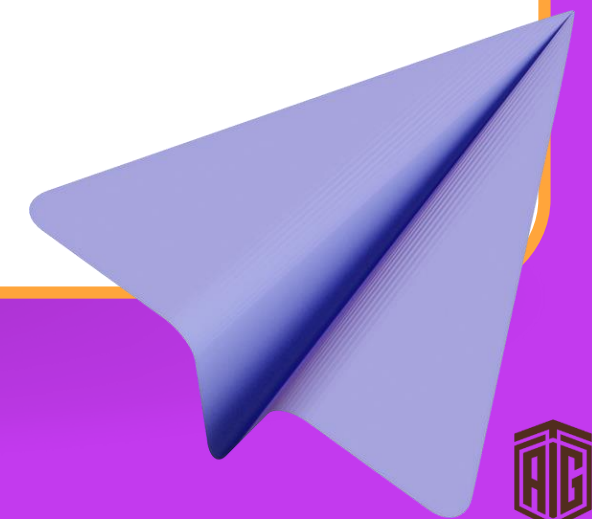
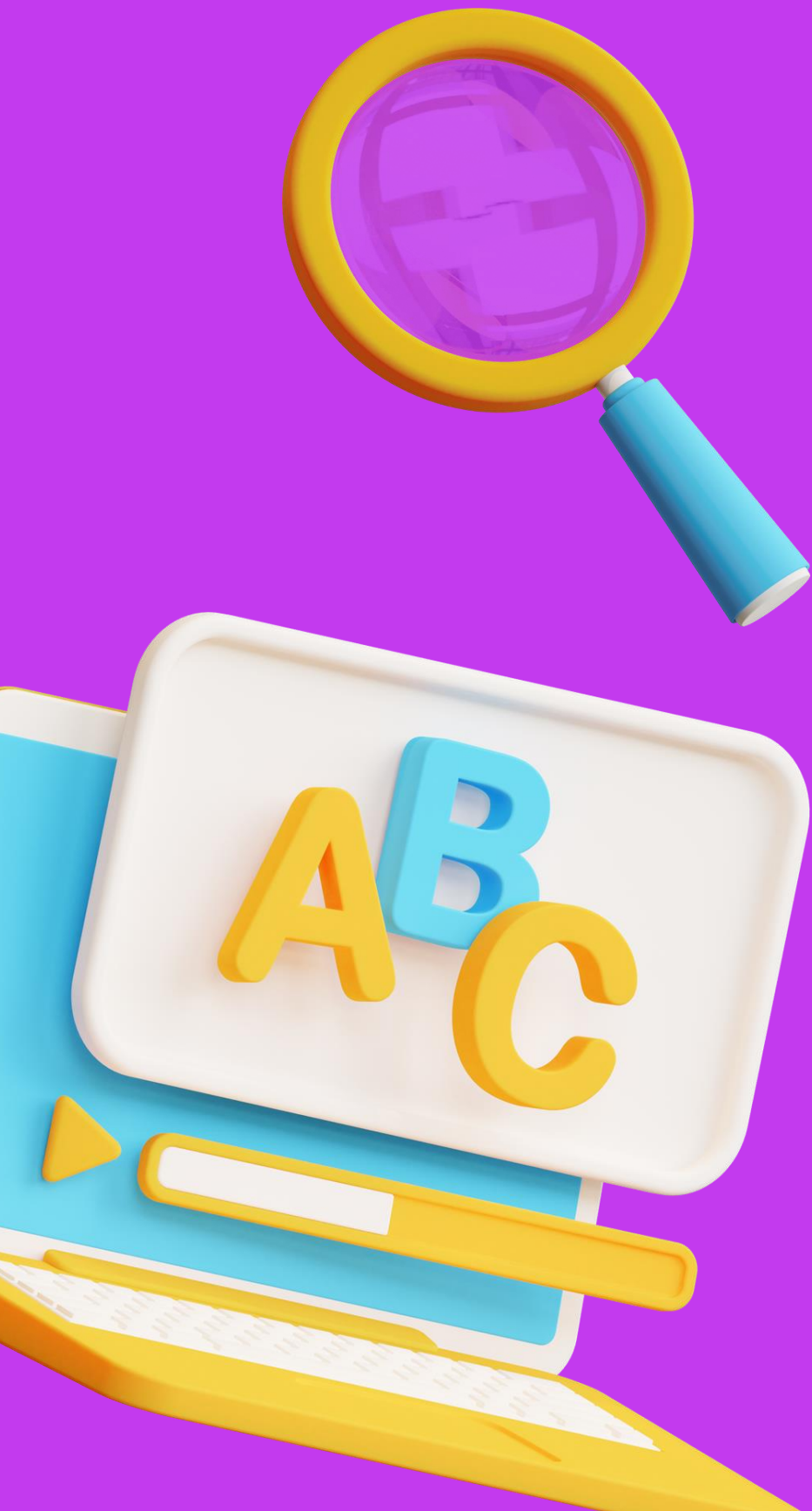


## Quality Rule:

Quality = Satisfied Customers

It is very important to meet the requirements of all customers and for this purpose, we all need to work together, and each of us contribute to succeeding in achieving what is required “from the first time, every time”.

To understand how we can do this, think of our company as a set of steps, and the path from the first stage to the final stage, is called total quality.





Between each stage there is an internal supplier and an internal customer link, each stage has an internal customer and an internal supplier, and we need to be aware of all the customer/supplier relationships that link each stage of our business process to the next.

It only takes one of us to fail to meet the requirements of our internal customers and the entire chain collapses and we have a dissatisfied customer.

What happens when we don't get it right?



**When we don't get things right at the first time, we:**

- **Waste time.**
- **Cause problems for others.**
- **Make ourselves nervous.**
- **Waste money and materials.**
- **Provide low morale .**



# Quality Assurance

**ISO defines quality assurance as:**

**“Part of quality management that focuses on providing confidence that quality requirements will be met.”**



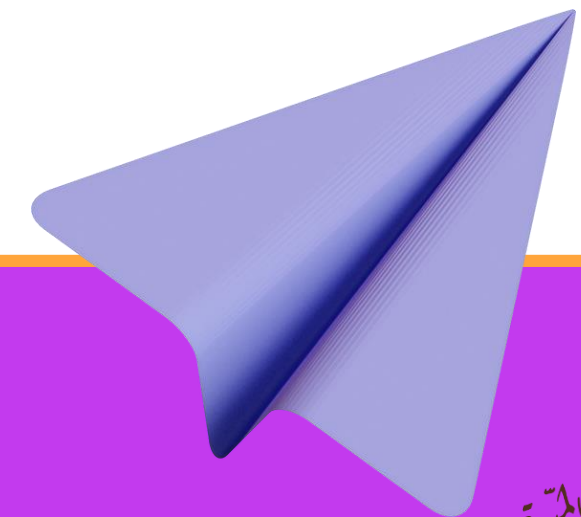
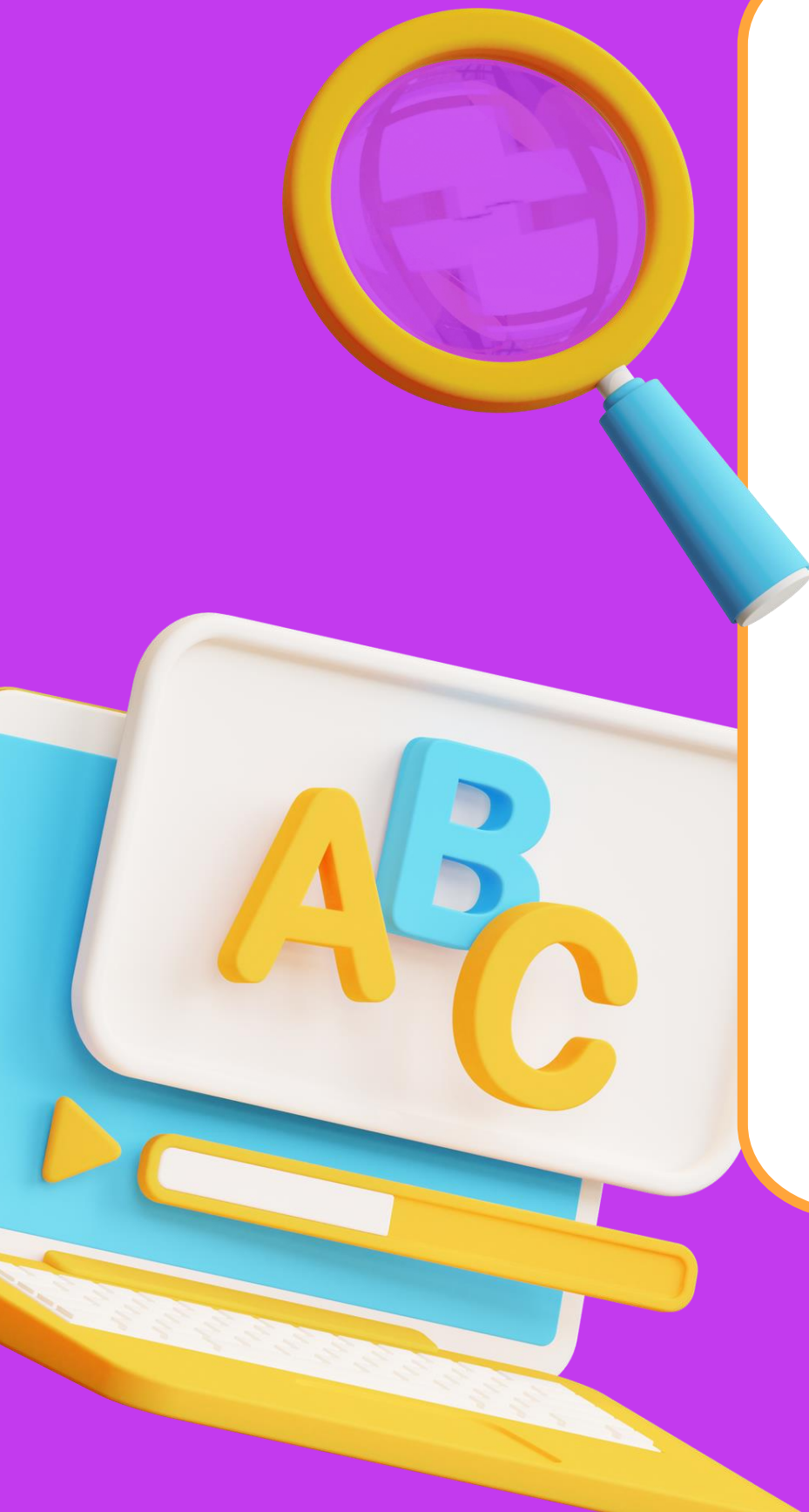
## Overview of Operations Management

Operations management deals with the chain of operational processes for producing goods and services that people use every day. Operational processes are considered the basic activities that organizations use to carry out their work and achieve their goals.



## What is the operational process ?

An operational process is considered to be any activity or group of activities that takes one or more inputs, transforms them, adds value to them, and provides its customers with one or more outputs. The type of operations may vary. For example, the main process in the factory is to transform raw materials by changing them physically or chemically into products. However, there are many non-manufacturing operations in the factory, for example, fulfilling orders, fulfilling promises made to customers, and controlling inventory. To simplify the concept, the main process in airlines may be transporting passengers and their luggage from one place to another, but there are other processes such as reservations, registering passengers, scheduling the work of crew members, and so on.



The term operations management refers to directing and controlling the processes of transforming inputs into products and services. It is interpreted in a broader sense as the basis for all functional aspects because processes exist in all business activities; In a narrower sense, processes refer to a specific circle (or rather to several circles). The operations side manages the chain of operational processes that produce essential services or products provided to external customers, but are closely related to other areas of the company.

# What is Operations Management?



Whether we adopt the narrow or broad concept of it, operations management is very important for all areas of the organization, as the organization will not achieve its goals except through the successful management of people, capital, information, and materials. As a future manager, you should understand the fundamentals or processes regardless of your skill areas, current professional specialty, or future career plans. As you study operations management, you should always keep the following two principles in mind:

- Every department in the company, not just operations, must design and operate a series of operational processes and take care of quality, technology and personnel issues.
- Each department in the company has its own identity but is connected to operations.



Productivity and efficiency should be carefully monitored to ensure that your work is being completed as planned. Low-productivity operations may reduce your profits and even lead to losses. On the other hand, efficient operations will inevitably lead to better performance and greater customer satisfaction, which results in more profits and thus ensures the survival of your business.

## Productivity and Efficiency

