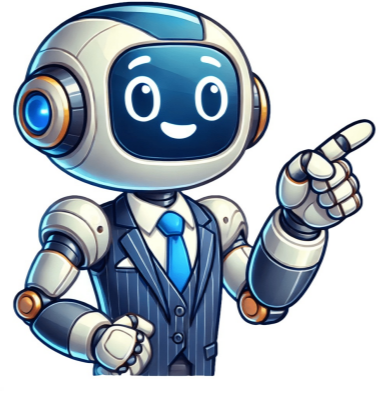


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Total Quality Management (TQM) is a strategy aimed at continuous improvement in products, services, and processes by boosting efficiency, minimizing errors, and increasing customer satisfaction. This approach integrates quality principles across all organizational departments to ensure long-term business success. Many industries, including manufacturing, healthcare, IT, banking, and hospitality, adopt TQM to enhance operational efficiency. Companies like Tata Steel, Infosys, Maruti Suzuki, and Wipro implement TQM to maintain high standards of quality, improve competitiveness, and reduce waste. However, TQM requires significant investment, employee training, and a long-term commitment to process improvement. This article explores the advantages and disadvantages of Total Quality Management (TQM) to help businesses understand its impact on operations, profitability, and growth. Implementing Total Quality Management (TQM) can have several benefits, including increased job satisfaction and a competitive advantage in the market. Companies that adopt TQM can differentiate themselves from competitors by offering superior quality products or services, which can attract new customers and increase market share and profitability. For instance, Apple's focus on innovation and quality has made it a leader in consumer electronics. Implementing TQM also ensures compliance with industry standards and regulations, reducing legal risks and penalties. Pharmaceutical companies like Sun Pharma use TQM to meet FDA and WHO quality regulations. However, there are also some disadvantages of implementing TQM, such as high implementation costs and resource requirements. This includes investing in training, technology, and process redesign, as well as hiring quality control experts and auditors. Smaller businesses may struggle with these costs compared to larger corporations. TQM is a long-term commitment that requires years of dedication to achieve measurable results. It also requires constant monitoring and refinements, patience from management and employees, and extensive change management strategies in traditional organizations. Additionally, implementing TQM can be complex and time-consuming, requiring the redesign of existing workflows and uniform quality standards across all departments. Multinational companies like Unilever face challenges in implementing TQM across diverse global operations. It also requires continuous monitoring and regular audits to ensure that policies and procedures are up-to-date and effective. Initially, there may be temporary declines in productivity due to process changes, increased training time for employees, short-term resistance and inefficiencies. TQM is best suited for large organizations seeking long-term quality improvement and cost reduction, as well as manufacturing companies aiming for lean production and waste minimization. Businesses in service sectors such as IT, healthcare, and hospitality need to focus on customer satisfaction and process improvement. Companies seeking to meet global quality requirements like ISO or Six Sigma certifications.

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