

- TQM: Total Quality Management:
  - Total Quality Management is a management philosophy that seeks to integrate all organizational functions (marketing, finance, design, engineering, and production, customer service, etc...) to focus on meeting customer needs and organizational objectives. TQM empowers the total organization, from the employee to the CEO, with the responsibility of ensuring quality in their respective products and services, and Management of their processes through the appropriate process improvement channels. All types of organizations have deployed TQM, from small businesses to government agencies like NASA, from schools to construction firms, from manufacturing centers to call centers to hospitals. TQM is not specific to one type of enterprise; it is a philosophy applied anywhere quality is required.
  - TQM aims to go beyond "Meeting customer requirements" and their usual understanding of "Fit for purpose" with respect to products, processes or services that are embraced by the organization. TQM should operate throughout an entire organization. Prior to TQM, quality testing is usually a norm towards controlling quality during the final phases of a product, process or service. If faults are found, then the supplies are held back; reworked or rejected. Additional costs were usually inevitable, to produce the needed quantity and quality. TQM's aim is to "Get it right the first time every time" and in interim abate majority of such avoidable costs.
  - TQM seeks to identify the source of each defect and to prevent it from entering the final product. Using a simple iterative process TQM reinforces quality assurance to meet changes in products and services by way of improved effectiveness of their operational processes.<sup>1</sup> The *modus operandi* involves identifying the "root causes" for the most prevalent/costly defects and then implementing solutions to abate, avoid or remove them.

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<sup>1</sup> Thareja, Priyavrat (August 2009). "Demean a Bad-Bad Result". *Quality World* 6 (8): 32-35.