

# The 3 quality guru's deming, juran, crosby essay



**ASSIGN  
BUSTER**

The fundamental point in Deming's theory is basically "The Customer is King" and is the most important part of the production system. Without a consumer, there is no reason to produce.

Therefore the question that the organization must ask itself is ' what does the customer want or what does the customer thinks he needs or wants? ' To Deming, the only meaningful definition of quality is that which the consumer specifies. A product can be technically sound and cheap but if it is the wrong product, then it is worthless to the consumer.

It is important to anticipate the consumer's future needs as well as those of the present in order to continue to meet the consumer's definition of quality and sustain a competitive advantage. Deming looks at quality from a systems and leadership perspective. He has developed many concepts associated with this approach, namely:- A.

The 14 Points B. The System of Profound Knowledge C. The Plan-Do-Check-Act Cycle D. " Prevention by Process Improvement"