

Case study acme whistles

Business



Astrakhan Institute of Management Economics and Research Case Study ‘Acme Whistles’ Almost 2004 there is overlap between operations, marketing and product/service development at Acme Whistles is the quality control process. Acme Whistles is the small company and its influence to the activity of the firm as a whole.

Everybody in the company is responsible for the quality of the product and service. Every employee feels himself as a member of a big family and tries to contribute as much as possible to the company's success.

Total quality management refers to a quality emphasis that encompasses the entire organization, from supplier to customer. Identifying and meeting customer expectations requires an emphasis on TQM if a firm is to compete as a leader in its market or to have a competitive advantage. TQM requires a never-ending process of continuous improvement. In Acme P/MOM managers have built a work culture that endorses continuous improvement.

Year by year the company has been improving their product – whistles. This is not only management service; even newcomers actively participated in product development.

This employee empowerment believes that an employee may be able to solve an arising problem of the company that the employee rarely causes it. Moreover, the overlap can be viewed in Quality Function Deployment of the organization, which uses the house of quality. The house of quality performs 6 basic steps.