

# Case study on the principles of tqm in toyota

[Business](#), [Company](#)



### Customer First:

Customer first refers to activities with customers in focus. Customer focus goal align all activities in direction that is aimed to meet the customer need. Toyota has realization that best product that does not meet the customer desires is of no value. Customer focus forms the basis of every product development process as given in the flow chart:

(Isac, n. d.)

For the purpose, Toyota has R&D centre that work for the development of appealing products and maintaining high quality that ensures all desires of customers are met; hence, customer comes first being actually implemented.

### **Kiazen**

Kiazen refers to continuous improvement. Toyota under its pillar of continuous improvement practices Kiazen that is aimed at improving business operations continuously and constantly evolving for innovation and evolution. Kiazen in Toyota is implemented under three areas: thinking people system, 5 Whys and 5S. For example, Thinking People System involves every member of team to present their ideas for continuous improvement and getting it implemented successfully, meeting logical test of cost and benefit analysis of 5 Whys (Toyota).

### **Total Participation:**

Total participation is a mechanism for employee empowerment and Toyota has implemented culture where every team member from all parts is invited to think and advise the possible improvement as opposed to merely being

<https://assignbuster.com/case-study-on-the-principles-of-tqm-in-toyota/>

machine operators. Also in the education system it offers opportunities to various levels so that all employees develop technical expertise of their job requirement and contribute the company in Toyota Way for success with pride and confidence.

Explain what is Toyota Education System and discuss how it supports the success of TQM implementation.

Toyota Education System and Its Support to Success of TQM Implementation:

Toyota is continuously involved in human resource development so that educated employees are more efficient in working for and with Toyota. For human resource development, Toyota has philosophy of “ Genchi Genbutsu” that refers to going to the source to find the facts for making correct decisions that are able to build consensus and ultimately achieve goals.

Various education systems such as Basic Reliability Course etc are employed from class room trainings to On Job Trainings. These trainings are separately designed for every management and division level. Also training programs such as Pro-Win are employed that train employees not giving up until achieved. Employees are constantly upgraded with programs and opportunities on site and R&D centre ensures employees are developing the corporate culture of Toyota way of solving problem and meeting the customer demand as customer desires. These education systems also train employees to be well informed of the facts and taking decision more accurately which lead to the achievement of goals.

Discuss " Continuous Improvement" and " Respect for People" as initiatives that support the foundation of Toyota Way.

" Continuous Improvement" And " Respect for People" As Initiatives Supporting the Foundation of Toyota Way:

Toyota has been applying two basic principles since 1937 and these two principles are “ Respect for People” and Continuous Improvement” (Toyoda, 2012). To date these two principles form the basic core of Toyota values and entire conduct of Toyota is resolved around these principles. Under these two pillars stand five value pillars which are; Challenge, kaizen, and Genchi Genbutsu for “ continuous improvement”, and respect and teamwork for “ respect for people”. Former is directly concerned with improving business efficiency and conduct by taking up challenges, looking for continuous possible improvements for evolution and innovation and making learned decisions based on actual facts that lead to the successful achievement of goals.

Latter pillar is aimed at the stability and betterment of its people who actually drive the business in desired direction of success. Everyone at Toyota is respected for its work. Respect is also shown by providing people educational opportunities for their professional betterment, development and growth. Apart from this Toyota also makes sure that the diversity of employees in term of nationality, culture, language, gender etc is also respected. All these ensure that employees are stable in all areas and have self developed eagerness to take Toyota to aimed direction.

Taking business and people together is only way to succeed and Toyota has adopted these two basic principles of success since the day it entered automotive business. It has further been expanded with 300, 000 communication activity that develops more connected team worldwide.

Highlights what are quality awards being practice and implemented in Toyota.

Quality Awards Being Practice and Implemented In Toyota:

In October 2010, Toyota received quality award and quality innovation award of Ji -Kotei Kanketsu (built- in Quality with Ownership) from the Union of Japanese Scientist and Engineers for its company-wide efforts. These company-wide efforts relate to incorporating Total Quality Management not only in mechanical operations but also by bringing improvement in human resource development. This award aimed for the appreciation of programs such as: Basic Reliability Course where people learned how to reflect focus in the development and design work, Training program for rebuilding customer perception in association with TI, incorporation of SQC and QC circle and Soikufu with other elements to promote TQM. Also an event of 45th All-Toyota TQM Convention was conducted where individual from affiliates, dealers and Nihoukai were given more learning about TQM.

Toyota has constantly taken into account human resource development along with the mechanical development for improving ways of doing business which is called “ Toyota Way’. These efforts are reflecting success in all areas which are accounted in two pillars of Toyota Way i. e. continuous improvement and respect.

## References

Isac, N. (n. d.). Principles of TQM in automotive industry. *Romanian Economic and Business Review*, 5(4), 187-197. Retrieved October 15, 2012, from [http://www.researchgate.net/publication/227487270\\_PRINCIPLES\\_OF\\_TQM\\_IN\\_AUTOMOTIVE\\_INDUSTRY](http://www.researchgate.net/publication/227487270_PRINCIPLES_OF_TQM_IN_AUTOMOTIVE_INDUSTRY)

Toyoda, A. (2012). Back to Basics for Toyota. *The Wall Street Journal*.

Retrieved October 15, 2012, from <http://online.wsj.com/article/SB10001424052748704454304575081644051321722.html>

Toyota. Kaizen(continuous improvement) activities based on the Toyota

Production System(USA). Retrieved October 15, 2012, from [http://www.toyota-global.com/sustainability/corporate\\_citizenship/society\\_and\\_culture/tssc/](http://www.toyota-global.com/sustainability/corporate_citizenship/society_and_culture/tssc/)

<https://assignbuster.com/case-study-on-the-principles-of-tqm-in-toyota/>