

Total quality essay sample

[Business](#), [Management](#)



Total quality lacks most in small businesses. Priority conflicts and resources contention in combination create a barrier to excellence of the business. There is a limited ability to cover customers against waste and error. Business and quality planning are synonymous in a small business environment. There are several advantages that small businesses enjoy in comparison with large businesses. The management of these small businesses can capitalize on such advantages as a vital springboard for initiating a quality program.

Small businesses need to integrate the three elements of success of a business to form a three-principle framework for an effective quality system. The three principal factors include total involvement, customer focus and improvement of the process. Customer focus entails internal and external needs of the clients.

The top management is responsible for implementation of the focus step. This is possible via the assessment of the business. The business owners must recognize the need to improve certain process and be ready to avail the resources that are required for running management functions. Leaders must first assess what a business potential is before deliberating on any other possible improvements.

The validity of any particular business process can be estimated through analysis of customer needs. Identification of the customers and their current needs is crucial. Proper customer identification can help in the future predictions of the customer needs. It is advisable that the business assess the customer financial capability before manufacturing their products. This is necessary so that the business only produces what the customers are able to

buy.

Customers value their time and money as well. Successful business is time conscious and customer centered. The process of product packing and purchase are an important indication of service quality. Adoption of technologies is a milestone towards quality improvement in small business environment. Also good managers should seek to give product use directions to customers to enable them make informed choices. The internal environment of the business as well as the external needs to be monitored and hurdles addressed urgently to enhance total quality.