

# How important is quality of products for the whole organization

[Business](#)



Whatever Happened to Quality Quality should encompass the entire enterprise because if a product is found to be defective, then it has an effect on the whole organization. The cost of a product recall may not just hit a firm in financial means but also reputation. Even if a product can be replaced or exchanged, the damage is already done as far as the customer is concerned. They will likely be grateful for the offering of a product exchange or cash reimbursement, but many people would choose to avoid that particular brand due to its bad reputation. Manufacturing problems are the responsibility of every part of the supply chain, so management needs to take responsibility and try to improve defective product rates.

Quality needs to go upstream because of the shared responsibility of every player in the supply chain. Deming's TQM philosophy encompasses not just the visible aspects of the sales process but also the unseen tasks that contribute towards the quality of a product. The traditional method of quality control was laborious and unproductive because it slowed down output and was also very unreliable at getting rid off defective products. The new way of thinking is to locate defective products earlier in the supply chain, which saves valuable time and resources. Increasing quality upstream only works to a point. Quality needs to be located all throughout the supply except with an emphasis upstream.

Rework can not only be expensive for a firm, but it can demoralize employees because their efforts are seen to go to waste. Communication between top management and workers is crucial to ensure that rework is only used when it is vital to the objectives of the organization. Crown Audio has recognized the effect that rework can have on employees, and so the

company has attempted to make everyone throughout the organization focus on producing high quality products, and if products need to be reworked, then employees are informed about it.