Evolution of Quality Management

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Every organisation in this world is now focusing on providing the best quality and available products/services to their customers, in order to brighten their names even in fierce competition, such as today. Total Quality Management (TQM) is a technique cum process that uses by the companies as a benchmark in analysing the factor of quality. Before the advent of the TQM, there were certain approaches that associated with the upper management professionals related to the quality (Yusof&Aspinwall2000). Management tries to personify their products and services according to the requirement of the customers, because their existence and retention are very significant for them. Moreover, they would like to be sure that the products/services which they are providing to their end users are smart enough through which they are fulfilling their core appetite. Moreover, previous management referred firm retention of the customers as a major benchmark behind the increasing quality factor, and most of the organisations were seen in practicing the same activity before. Even in the current scenario, this particular factor could be highly efficient and using in different parts of the world.

 The definition and implication of the TQM has now changed completely and dramatically, as it emerged as more practically, then the traditional theoretical approach. Due to the increasing and competitive factor of the organisation, most of the organisations throughout the world are now trying to benefit the quality. The comprehensive strategic view related to the quality management factor lies in the fact that how beautifully and efficiently the company can engage their customers with them. Moreover, it has the capacity to increase both, the financial and non-financial outcome of the company in an efficient manner.

**Reference**

Yusof, S. R. M., &Aspinwall, E. (2000). Total quality management implementation frameworks: comparison and review. *Total quality management*, *11*(3), 281-294.