

# A Study on Total Quality Management in Automobile Spare Parts in Tamilnadu Industries

A.Chitra & R.Shanthi

Second year MBA student, Idhaya college for women, kumbakonam, India.

**Abstract - This research is based on the Total Quality Management of the organization. This paper is to provide a general understanding of Total Quality Management, a concept that is aimed at ensuring quality with continuous improvement Total quality management is considered a very important factor for the long-term success of an organization. TQM implementation has been an important aspect for improving organizational efficiency. TQM focuses on continuous process improvement within organizations to provide superior customer value and meet customer needs.**

**Key words - Total quality management, To focus on continuous improvement in quality, long-term success, To provide superior customer value.**

## I. INTRODUCTION

Total Quality Management is an essential tool that makes an improvement reaction to firms and companies. It is a technique of managing the future outcomes, and it does consist more features than just ensuring product and service quality, as it is a technique of running people and business processes in order to guarantee customer satisfaction in every phase. With TQM, it helps organizations to do the right thing at the right time from its first attempt. Total Quality Management is one of the techniques used to achieve a specific standard to serve customer requirements. A frequent quality description is delighting the customer by fully achieving their desire and expectations; this could include performance, delivery of item, reliability, cost effectiveness, and appearance.

The history of TQM starts through Elton Mayo's Hawthorne experiments from 1927 to 1932. The Hawthorne experiments showed that the workers involvement in the decision making process actually enhanced the production. In 1930s the Western Electric Company considered lighting levels, work day lengths and rest period length in the Hawthorne plant of to maximize the productivity. And the researchers found that as the lights were brighter, worker's productivity increased and vice versa.

## II. AUTO MOBILE SPARE PARTS BUSINESS

Auto Mobile Business is one of the best one. But people need some experience to run this kind of business. People have to know some basic business tips and secrets. Here, reveal some tips.

1. People are should establish auto-spare parts shop where more auto mobile workshops. Usually those are located at out skuts of a city.
2. Tie-up the business deal directly with companies like nearer and local spareparts company.
3. Regularly meet local workshops and maintain good relationship with mechanics. Ensure them to supply parts genuinely and reasonable cost.
4. If they want license go to Licensing authority of Road and Transport.
5. Meet automobile diploma holder, he will help u out everything.

## III. REVIEW OF LITERATURE

**Adaman, F. et al. (2007)** The Social Dimension in Selected Candidate Countries in The Balkans: Country Report on Turkey, European Network of Economic Policy Research Institutes, Enepraise Research.

**Drejer, A. (2006)** Strategic innovation: a new perspective on strategic management, Handbook of Business Strategy, EIM Business & Policy Research (2010) Opportunities for

the internationalization of SMEs, Background document 3a: Survey Report Large Scale Random survey.

**Hansson and Klefsjo (2003)** TQM can be defined as a management system, which consists of three interdependent units, namely core values, techniques and tools. But the definitions for total quality management are vague. The aim of TQM is Zero defect and it mainly emphasis on quality. The core values of TQM which will lead to better quality in the organisation is summarised from the authors (Boulter and Bendell, 2002, Ehresman, 1995, Ghobadian and Gallea 1995, Hansson and Klefsjo 2003, 2006.

**McKenna (1995)** In 1954 Juran arrived in Japan and began to teach his own ideas on quality. Along with Feigenbaum, who published his book 'Total Quality Control' The quality movement was beginning to gain momentum.

**Stading & Vokurka (2003)** Today there are many awards associated with quality. The most recognised of these being the US Malcolm Baldrige National Quality Award, the European Quality Award, the Japanese Deming Prize, the Canadian Quality Award and the Australian Quality Award. Together these awards represent a large proportion of global production of goods and services and account for over 70% of Gross national product across the planet.

**Tuckman (1994)** Forms of quality management emerged during the 80's in many manufacturing and service-sector companies, followed in the 90's by public and welfare based organisations.

#### IV. RESEARCH METHODOLOGY

##### Objectives of the study

- To study on automobile spare parts in Tamil Nadu industries
- To show how quality specifications and targets are determined
- To determine the various costs associated with quality

##### Importance of TQM in automobile spare parts

- Commitment and understanding from employees, It is key to ensure that all employees

within your organization know about the Total Quality Management policies and make them an fundamental part of their work.

- Quality improvement culture is the organizational culture needs to be modernized on a continuous basis to encourage employee feedback.
- Continuous improvement in process is there is no standing still. If you are not moving forward, you are moving backwards. Total Quality Management is a continuous process and not a program.
- Focus on customer requirements, In today's market, customers require and expect perfect goods and services with zero defects. Focusing on customer requirements is significant to long term survival and essential in order to build relationships with customers.
- Effective control is essential to monitor and measure the performance of the business. It's easy to forget how many times in a year an employee does not conform to a controlled procedure or how many times a piece of equipment was down due to unplanned maintenance.

##### Benefits of TQM in automobile spare parts

- Reduced costs and better cost management
- Higher profitability
- Improved customer focus and satisfaction
- Increased customer loyalty and retention
- Increased job security
- Improved employee morale
- Enhanced shareholder and stakeholder value
- Improved and innovative processes

#### V. FUTURE SCOPE OF TQM IN AUTOMOBILE SPARE PARTS

- Make quality the epicenter of increasing revenue growth and competitive leadership.

- Achieve complete customer satisfaction by offering essentially perfect goods and services whose quality the customer determines.
- Accelerate sales and earnings growth through quality failure reduction.
- Innovate in product and service leadership and cycle-time management.
- Develop effective supplier partnerships.
- Create a seamless quality value network among customer, producer and supplier relationships.
- Provide environmental and safety leadership.

## **VI. SUGGESTION**

The upper management commitment and involvement, developing employee involvement, achieving positive change, improving quality, quality training, use of quality tools, teamwork and increasing customer orientation. The major barrier factors which are common for the all case companies are: Fear and resistance to change, inadequate knowledge about TQM and costly and long-term study. These factors (success and barrier) were identified and stratified, where some of them are found fundamental to be addressed in the implementation process.

## **VII. CONCLUSION**

From this research we are gathered lot of different information related to the Total Quality Management. Most of the employers are done their work with full of satisfaction. Some of them did their work as given by the management procedure and norms without satisfaction of the quality of work. The concept of the quality management plan in regards to the field of project management refers specifically to the input and output. The Plan Quality Management is a project management process that identifies the quality of the requirements and standards of the management.

## **REFERENCE**

- [1] Talib F., and Rahman Z.(2010a). Critical Success Factors of TQM in Service Organizations: A Proposed Model. *Services Marketing Quarterly*. 31 (3) 363-380.
- [2] GOODEN, RANDALL.L., Product liability prevention, Milwaukee, WI: ASQ Quality press, 2000.