

# SMU SYNOPSIS

**STATUS: APPROVED (2016)**

## **SPECIALIZATION: PROJECT MANAGEMENT**

### **1. Title of the project:**

Study on Implementation of Total Quality Management in [COMPANY].

### **2. Objectives of the project:**

- To study how TQM can be used effectively as a tool in company
- To study the basic principles of TQM and its applications in the selected company
- To identify the strategic planning undertaken by the company in implementing TQM
- To examine relationship between the beneficiary satisfaction and quality service provided by the company

### **3. Problem Statement:**

Globalization of market economies has urged corporations in all sectors to concentrate on maintaining a sustainable competitive edge, which is directly, related to the upkeep of quality both in terms of services as well productivity. An effective model of such a vision of success is Total Quality Management (TQM henceforth), which is a management approach for an organization, centred on quality, based on the participation of all its members and aiming at long-term success through customer satisfaction, and benefits to all members of the organization and to society (ISO). It is the coordination of efforts directed at improving customer satisfaction, increasing employee participation, strengthening supplier partnerships, and facilitating an organisational atmosphere of continuous quality improvement. According to Peter (2001), TQM is an approach to improving the competitiveness, efficiency and flexibility of an entire organisation. It is essentially a way of planning, organising and understanding each activity, and depends on each individual at each level.

TQM requires that the company maintain this quality standard in all aspects of its business. This requires ensuring that things are done right the first time and that defects and waste are

eliminated from operations. According to Moris (2005), changing the life-long behaviour, customs, practices and prejudices of an organization is not easy.

This project aims at presenting aspects of TQM and generally how it can be integrated into the organization. Other matters related to quality such as quality standards will be briefly presented as well. More attention will be given to quality control, its essence, where it fits in within the whole TQM framework and what its mechanisms are. A study of [Company] is employed to present and examine practicalities of a managerial process control methods. Suggestions and recommendations on how to improve the total quality and customer satisfaction will also be given.

Almost every company is worried about their quality, no matter what department it is. The reason for this is that our overall quality can actually affect the relationship with its customers and in IT solutions sector their customers are everything. Basically in IT if the customers are not happy with their quality they are not going to use the company which means they are going to suffer when it comes to sales and overall profits. But if the company's customers are happy with their quality then they are going to come back over and over again, not to mention refer them to other companies, which can in turn increase the company's sales and improve their overall profits. So as an IT solutions company they should seriously consider implementing a new total quality management program today. Here are some things to think about when it comes to how total quality management can affect the departments in the company.

#### **4. Methodology to be used:**

##### **4.1 Research Design**

This research would be of descriptive research since much of the data collection is based on questionnaires. This study uses quantitative method, which has been designed to get some reviews on company employees such as manager, assistant manager, IT support staffs and junior assistants on their preference and perspective on implementation of TQM in their company.

The researcher designated a questionnaire consisting of a set of questions, which will be divided into four sections. In section A, the researcher will obtain demographic data of the sample. Section B is meant on leadership regarding responsibilities of a leader in implementing TQM in the company. In Section C touches on strategic planning that helps in

implementing TQM in the company. Meanwhile, Section D will gather information about the recipient satisfaction (customer focus) towards their perspective on the quality service provided by company.

#### **4.2 Samples**

The target population of this study is including employees of [company]. There are 50 respondents for this study. The sample for this study is selected by using random sampling. Random sampling is a procedure used to obtain some degree of representativeness while decreasing probable sampling error. This sample method is chosen to ensure an adequate number of respondents.

#### **4.3 Instrumentation**

The instrument that will be used to conduct this study is questionnaire of a five point likert scale which comprises of 15 questions in four major sections. In section A, the questionnaire will investigate on the respondents demographic data. There are five questions will be asked in this section which is age, gender, current designation (position), and level of education.

#### **4.4 Data Collection Method**

Data collection is by the researcher at the respective company [COMPANY]. Each questionnaire will be attached with instructions that clearly explain the purposes of the study and the questionnaires will be returned to the researcher as expected. In addition, the respondents will be informed about the objective of completing the questionnaires, the confidentiality of their responses and that the data would only be utilized for the purpose of this study.

#### **4.5 Data Analysis**

The data analysis will be conducted using SPSS to retrieve accurate number of respondents with respective answers that will be answered by respondents. Percentage analysis also relevant to be used in this study as to identify whether there is differences in opinions between respondents based on variable demographic factors. Besides that a correlation method will be used to see significant relationship between the customer satisfaction and quality service provided by [COMPANY].