

QUALITY - STRATEGY OF SURVIVAL

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ABSTRACT

Nowadays, there is no doubt, that the quality has become the strategy of survival in all areas of our life. Because of an over saturated market, not only the growth of manufacture is already dominated, but also the creation of product, which the customer will be interested in and will be ready to pay for it. In the last years the accent was transfered from manufacturing to the customer and from quantity to quality. However the subject of interest is not only the final product, but also the conditions which the product was created.in. It means, that we have to pay attention to the quality of technological manufacturing process.

1. INTRODUCTION

Not only the interest of Slovak Republic to enter EU, but also its ambition to enter European markets lays the emphasis on the adaptation of the enterprises to the strong competitive environment, which dominantes in all Europe. The difference between the Slovak enterprises and the enterprises of European countries is in the achievement of the results in the field of the quality of products and services. It is necessary to work at and to cope with the problems of quality because the quality of production became the decisive factor of the entrepreneurial prosperity. The quality of products is not only the guarantee of the existing success of the enterprise, but it is also the reliable entrepreneurial mean of the perspectiveness of the firm, namely the guarantee of its future.

2. PERCEIVE QUALITY

Nowadays the comprehension of quality is orientated toward the satisfaction of the customer's demands. It is said, that the product is of high-quality, when the customer finds it so. The quality is what people think it is, perceive it to be, or experience it to be. We live in the century that is rightly declared as the century of quality. The quality clearly became the part of every day life and it is reflected not only in the quality of products and services, but also in the quality of people and the whole life.

New conditions force the Slovak enterprises to approach to the quality with more action and purposefulness. It is the result of the predominance of supply over demand and the creation of a "pampered" customer. He takes advantage of the situation connected with the high development of informational technologies and he loses his addiction to the narrow circle of the offered products of our home commercial net. He switches on his computer, then he estimates the competing offers from all over the world and he chooses the utility value which suits him the best. Thatswhy during the last years the customer and the quality became more important than the production and the quality. The customer is more demanding and that is

the situation that directly forces every ambitious entrepreneur to offer only the products and services of high-quality on the market. It means that if the product (service) ought to be of the high-quality it is not sufficient if it is designly the best, but it also has to meet customer's demands and to keep these utility qualities during the whole period of its life.

To meet the customer's demands is understood as the guarantee of quality. However, these demands change very rapidly, the quality should be perceived as a dynamical goal. The quality does not mean the best that can be reached, but that, what is the best for using for the acceptable price.

Firstly, it should be mentioned, that the idea of quality differs from customer to customer. The quality – as the concept related to products or services, or to realized activities and processes, has its own history. The development of quality was affected by the differences in a production process, lately by the differences in the conditions of realization. That's why we have a lot of definitions of quality which are determined by various views of the definition of this concept. Here are listed some of these definitions on balance:

- "Quality is conformance to requirements." Crosby [4]
- "Quality is the total composite product and service characteristics of marketing, engineering, manufacturing and maintenance through which the product and service in use will meet the expectations by the customer." Feigenbaum [4]
- "Quality is fitness for purpose." Juran [4]
- "Quality: degree to which a set of inherent characteristics fulfils requirements." Standard ISO 9000:2000 [1]

Each of them has its own rational core, it depends on our angle of view. In every quality definition there we can find the word "customer". The customer has got different, changeable claims-easily influenced by many factors, e. g. sex, age, health, social status, education, financial appreciation by employer, climate-in which he lives, consumer habits, promotion, different movements, public opinion, expert opinion.

From previous text we can see how the quality evaluation changes from customer to customer. The quality have to be evaluated more objectively. And therefor we are going to talk about the quality as about the propriety of shape and the attribute for usage, the propriety for a given aim, the satisfaction of a customer in agreement with technical demands and scientific knowledge in a specific field determined by the parameters level of metrological quantities, as about the product of creativity that defines economic aspects and the demands of reliability, vitality, expectancy and safety. These experiences are expressed by certain aspects of qualities presented by measurable and estimated quantities which lead to the comprehension of quality as a unit, to its expression by measurable and estimated quantities.

The quality is the parametric quantity specified with parameters level of metrological quantities, the whole quality attributes of creation and products. [2]

Where the quantity is a mathematic factor featuring in changable relations, a changable quantity, a related mathematic number respecting mathematic rules. The quality is expressed by the parameters physical quantities of products and creation in harmony with technical and scientific knowledge in competent sphere, determined economic aspects and requirements of reliability, vitality and safety, what is convenience utility, convenience for certain purpose and satisfaction of customers. [2]

3. QUALITY OF PRODUCT AND QUALITY OF MANUFACTURE

In conjunction with quality assurance, the quality must be measurable and verifiable in technical respects by the way of making groups of quality characteristics. The customer or consumer experts, and the producer assures, quality. The critical interface of two parties that decide on quality is demonstrated in figure 1. A satisfied customer is one who finds that the expected quality has been received. Otherwise, a product liability claim and rejection of trust in the producer's quality assurance might occur. [6]

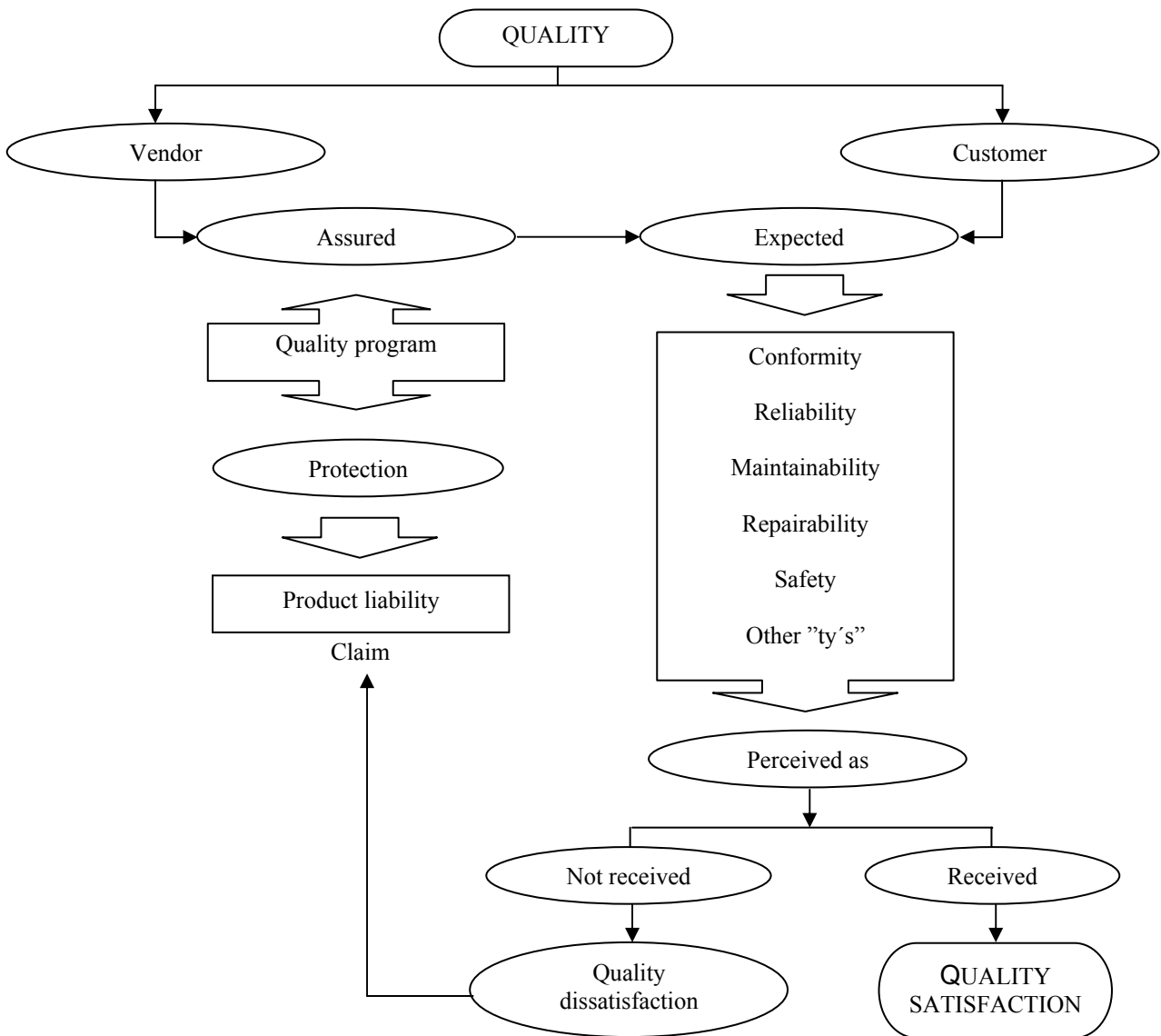


FIGURE 1. CRITICAL INTERFACE OF VENDOR AND CUSTOMER THAT DECIDE ON QUALITY

The quality can also be realized in terms of several areas of quality characteristics of a product or service. These can be technically describes as the quality of design, the quality of conformance and the quality of performance. In response to large demands (guided by the purchasing power of consumers), the producers of goods and services intentionally involve variations in quality. In the example of automobiles, the different products and models clearly reflect these differences. For example, a car might have been properly designed, but the workmanship may be poor, so that the lack of quality, or defect, is caused by nonconformance to applicable production standards. [6]

It should be realized that to make a high – quality product it is necessary to provide the quality of technological process that is the quality of production. The quality of technological process, production and services are secured by organizational and metrological aspect of quality system. The both aspects are uncoverable, necessary and they underlie each other.

One of the deciding factor that affects the quality of production is metrology. The metrology, as one of the subsystems of the complex system of product quality management, has its basic and inseparable meaning, because without the quantification that the metrology more or less allows, we practically cannot talk about the "quality" in modern comprehension at all. The metrology, as a science about the measurement, is dealing with the development of scientific knowledge in the

field of units definition, in the field of the development of measuring methods and the technical means of measuring. The metrology is connected with quality as a rule, primary and organically. Without the real measurement we can neither define any qualitative parameters, order them, nor keep them in the technological process of production. That's why it is necessary not only to justify theoretically and proclaim the connection between the metrology and the quality but also to make it real at all levels of directing activities and at all workplaces. The metrology is an inseparable part of technological process and it cannot be excluded from any valuation of product quality. The metrology is the science of measurement. The metrology is the theory and the practice knowledge of measurement. It is scientific knowledge, the knowledge of quality parameters. The metrology serves to the theoretical and practical research of real actions and the state of reality, the metrology is a doctrine about measurement. The essence of measurement is in comparison for obtaining information about quality, about the parameters of technological process and products – the parameter of quality.

One of eight principles of quality management is decision on the basis of facts, i. e. decision on the basis of information and data analysis. Important data source are metrological activities. Since we get the information for analysis more or less from measurements and on their basis we decide, it is necessary to get reliably measured values namely they should objectively reflect the real state. Though we can also come to a professional decision from incorrect information, results differ from expectations to a great extent. Nowadays demands on quality control underline the meaning and the demonstration of results on the basis of running measurement. The process of measuring gains a great importance nearly in all spheres of human activities and it is guessed that in the industrial countries activities connected with measuring cover from 4 to 6% of gross domestic product. Each industrially developed country, and also the others, pay a great attention to the development of metrology and the building of national metrological systems due to their meaning and extreme influence on the development of the economy of the country .

3. CONCLUSION

We can say that the quality has become the strategy of survival in all spheres of life. The great amount of “enthusiasm”, “fanatism”, “excitement” and “engagement”, such “inconcrete” background led by the effort to learn, to increase qualification, to compare with better ones, to try to reach their level, to find out how the others achieved their success, to stay on market in a field or branch for a long time is, except the so called “material” background, important for the subsequent development of our enterprises. We cannot give up at the beginning. It is often hard and demanding because the success comes later. Some of the producers, or the service providers, should realize that they live from their customer's money and they should behave according to it. Because if we are not able to guarantee at least the standard level of quality we shall have only a little hope for success.

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