



بسم الله الرحمن الرحيم



## UNIVERSITY OF SCIENCE & TECHNOLOGY

**College for graduate studies and academic advancement**

### **MBA program**

**Research submitted to complete the fulfillment of requirement for  
master degree in business administration:**

**Research paper on:**

***The Impact of Total Quality Management (TQM)  
In overall business***

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## **Abstract :-**

Total Quality Management (TQM) is an approach that organizations use to improve their internal processes and increase customer satisfaction. When it is properly implemented, this style of management can lead to decreased costs related to corrective or preventative maintenance, better overall performance, and an increased number of happy and loyal customers.

However, TQM is not something that happens overnight. While there are a number of software solutions that will help organizations quickly start to implement a quality management system, there are some underlying philosophies that the company must integrate throughout every department of the company and at every level of management. Whatever other resources you use, you should adopt these seven important principles of Total Quality Management as a foundation for all your activities

## المستخلص :-

خلاصة هذا البحث هو دراسة إدارة الجودة الشاملة (TQM) وهي النهج الذي يستخدم في المنظمات لتحسين عملياتها الداخلية وزيادة رضا العملاء. عندما يتم تطبيقه بشكل صحيح، ويمكن لهذا النمط من الإدارة أن يؤدي إلى انخفاض التكاليف المتصلة بصيانة تصحيحية أو وقائية، وأداء أفضل ، وزيادة عدد الزبائن.

ومع ذلك، إدارة الجودة الشاملة ليست شيئاً يحدث بين عشية وضحاها. في حين أن هناك عدداً من الحلول البرمجية التي من شأنها مساعدة المؤسسات على البدء سريعاً لتنفيذ نظام إدارة الجودة، وهناك بعض الفلسفات الأساسية التي يجب على الشركة خلال دمج كل قسم من أقسام الشركة وعلى كل مستوى من مستويات الإدارة. أي موارد أخرى تستخدمها، يجب اعتماد المبادئ السبعة الهامة لإدارة الجودة الشاملة كأساس للأنشطة الخاصة بك جميع.

## **Introduction:-**

Total Quality Management is an approach to the art of management that originated in Japanese industry in the 1950's and has become steadily more popular in the West since the early 1980's.

Total Quality is a description of the culture, attitude and organization of a company that aims to provide, and continue to provide, its customers with products and services that satisfy their needs. The culture requires quality in all aspects of the company's operations, with things being done right first time, and defects and waste eradicated from operations.

Many companies have difficulties in implementing TQM. Surveys by consulting firms have found that only 20-36% of companies that have undertaken TQM have achieved either significant or even tangible improvements in quality, productivity, competitiveness or financial return. As a result many people are sceptical about TQM. However, when you look at successful companies you find a much higher percentage of successful TQM implementation.