



University of Science and Technology

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**Impact of Total Quality Management Implementation on  
performance of Business Firms**

Complementary Research to Obtain Master Degree on Business  
Administration

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**Abstract:**

Commitment relates specifically to the messages the managers send throughout the organization by virtue of the way they speak and behave. Commitment has to be demonstrable in everything the managers do if total quality is to be credible within the organization

Organizations which have successful total quality program often have some method in place for managing the economics of quality

Good reports make an impact and provoke action, and it is very important that costs are not hidden by any unnecessary information and data. Quality cost reports can help promote quality as a business parameter, or give rise to performance measures to improve organizations.

Customer satisfaction, continuous improvement and business excellence are all recognized goals of any total quality programs. However, not one of these has a fixed, or rather static, level of achievement; they are all dynamic targets constantly increasing in levels of expectancy. Any organization must be willing, and able, to assess the current performance of its total quality programs against its past performance

Successful total quality programs would not work without motivated employees. Much has been made of the so-called 'hard' aspect of TQM. This reflects the production orientation of many of the quality gurus with emphasis on systems, measurement, data collection and so on and so forth.

## **Introduction:**

TQM can be defined as the management of initiatives and procedures that are aimed at achieving the delivery of quality products and services.

Total Quality Management (TQM) is an approach that seeks to improve quality and performance which will meet or exceed customer expectations. This can be achieved by integrating all quality-related functions and processes throughout the company. TQM looks at the overall quality measures used by a company including managing quality design and development, quality control and maintenance, quality improvement, and quality assurance. TQM takes into account all quality measures taken at all levels and involving all company employees

