Quality a Strategy for Global Competitiveness

Sucoso Knowledge Exchange: Zero Defect Zero Effect Manufacturing

Sanket Nilkhan

View Point
Global competitiveness
An imperative for business sustainability

- To protect own markets going to foreign companies
- To take the battle to foreign companies on their own ground
- To build partnerships with foreign collaborators
- To secure finances for business
Strategic Role of Quality in Enabling Global Competitiveness of Firm

- **Differentiation Strategy**
  - Involves achieving breakthrough quality performance

- **Focus Strategy**
  - Involves ensuring continuous quality improvement

- **Cost Strategy**
  - Involves making cost-quality trade-off
Role Models in Quality

Companies like Apple, Toyota, Daimler have achieved great heights in global competitiveness by embedding quality culture into their entire supply network… So you can!
Quality an Intelligent Effort

Quality = Tangible + Intangible (esteem) Value
# 8 Elements of Quality Excellence

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<th>Quality Culture</th>
<th>Quality vision</th>
<th>Quality Objectives</th>
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<td>Management team</td>
<td>Project Priorities</td>
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<td>Quality Frameworks</td>
<td>Quality Policies and Procedures</td>
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Quality Management Frameworks

Total Quality Management (TQM)

- Continuous process of change and improvement of the products or services to exceed the needs of customers’ expectations at a lowest possible cost without compromising the quality

- Integrates all functions and process within the organization and promotes team work

- Holistic framework to achieve higher level of customer satisfaction through optimum utilization of limited resources
### Quality Management Frameworks

#### KAIZEN (Change For Better)

- KAIZEN refers to activities that continuously improve all business functions by eliminating waste.
- Involve all employees from the CEO to the assembly line workers.
- KAIZEN is a daily process, the purpose of which goes beyond simple productivity improvement.
- FLOW KAIZEN applies to flow of the materials and information and PROCESS KAIZEN applies to individual work stands.
Quality Management Frameworks

**EFQM**

- Non-prescriptive business excellence framework for organizational management designed for helping organizations to become more competitive

- Helps organizations determine their current “level of excellence” and where they need to improve their efforts through gap analysis

- Helps to ensure that business decisions incorporate the needs of all stakeholders and are aligned with the organization’s objectives.
Quality Management Frameworks

**SIX SIGMA**

- Improves quality of output of process by identifying and removing the causes, defects and minimizing variability in manufacturing and business process.

- Provides set of empirical and statistical methods for quality management.

- DMAIC methodology focuses on improving existing process while DFSS methodology focuses on creating new products or process.
Quality Management Frameworks

ISO 9001

- Globally accepted quality standard
- Provides criteria for designing quality management system
- Organizational size and field agnostic standard
- Based on quality management principles such as strong customer focus, the motivation and implication of top management, the process approach and continual improvement
### Quality Management Frameworks

<table>
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<th>ZED (Zero Effect Zero Defect)</th>
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<tr>
<td>❖ Promoted by Indian Ministry of MSME under Make In India Programme for improving manufacturing capability of Indian MSME companies</td>
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<tr>
<td>❖ Maturity model based framework which helps organizations achieve high standard of product/service quality without impacting environment through a systematic process</td>
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<tr>
<td>❖ Assessment framework to provide financial assistance to Indian MSMEs</td>
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Capability Center for MSME Manufacturing Excellence
Our Z Factory Vision

- Quality Centric
- Environment Friendly
- Networked
- Data Driven
- ICT Enabled
- Value Focused
Our Automation Framework

Functional Application
- Process
- Plant
- Manufacturing

Technology Integration
- ERP & IoT
- SCADA & PLC
- Robots

Monitoring and Control
- Cloud Management
- Operations Center
- Robot Management
Our GST Implementation Solution

GST Impact Assessment
- Functional
- Compliance
- Operational
- Commercial

GST Readiness Assessment
- Structural
- Processual
- Technological
- Operational

Business Change Management
- Compliance Assurance
- Business Process Reengineering
- Supply Chain Optimisation

IT Change Management
- Rule based BPM
- Systems Modification
- Process Integration and Intelligence
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