

## **SYNOPSIS**

### **Title: STUDY ON IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT (TQM) IN AN ORIGINATION**

#### **ABSTRACT**

My project argues that the Total Quality Management concept and its implementation is the critical need for the survival of industries. In the meantime, lean manufacturing and constraint management could work together to improve productivity, efficiency and quality. The article discusses the environment in which businesses are operating, the effect of the total quality management on productivity and presents some of the benefits that were realized by implementing total quality management. Direct benefits from combining the concepts of lean manufacturing and constrained management during the productivity improvement process by using automation reduce production cycle times by more effectively designing and scheduling the movement of robots. The ultimate goal is to satisfy customer's demand. My project discusses how constrained management substantially increases production.

## **INTRODUCTION**

Intense global competition and diminishing trade barriers are making it more and more difficult for companies to maintain their market share. Competition from companies operating in different markets has increased as advancements in telecommunications and information technology have broken down traditional barriers to entry.

In a competitive environment, a business must persuade a customer to buy its products rather than those of competitors at a price that is more than its cost of production. A rational customer, however, would like to maximize value for his money. Therefore, a successful producer must enhance the total value of his products so that the price is acceptable to the customer while his own costs are low enough to allow him to make a profit.

Total quality management (TQM) is all about fostering a culture that is continuously oriented towards increasing customer satisfaction while minimizing the real cost of production.

Total Quality Management is a management approach that originated in the 1950's and has steadily become more popular since the early 1980's. Total Quality is a description of the culture, attitude and organization of a company that strives to provide customers with products and services that satisfy their needs. The culture requires quality in all aspects of the company's operations, with processes being done right the first time and defects and waste eradicated from operations.

“Total Quality Management, TQM, is a method by which management and employees can become involved in the continuous improvement of the production of goods and services. It is a combination of quality and management tools aimed at increasing business and reducing losses due to wasteful practices.”

Some of the companies who have implemented TQM include Ford Motor Company, Phillips Semiconductor, SGL Carbon, Motorola and Toyota Motor Company.

## **Problem Statement and Research Objectives**

This research 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 case study of Tata motors is employed to present and examine practicalities of a managerial process control system. Suggestions and broadly formulated recommendations on how to improve the process control are also given.

## **The Research Approach**

The nature of the study is a descriptive one. Therefore, an exploration is done in order to describe the concepts and mechanism of TQM and quality control. More attention is given to identifying the meanings of concepts under discussion, and that, in turn, forms a well-defined basis for evaluation of other related aspects afterwards. This implies that the research work is mainly based on widely accepted pioneering TQM ideas and established quality standards. A discussion on the process control system of the case study based tata mototrs managerial approach based on the firm's literature is presented. A case study on process control is examined against the theoretical outcomes of quality process control.

## **OBJECTIVES OF THE STUDY:-**

The objectives of this study are:

1. To find the degree of TQM implemented in the TATA Motors.
2. To study the level of commitment of employees toward their work.
3. To find out factor influencing the commitment.

## **RESEARCH METHODOLOGY**

Research methodology is a way to solve the research problem in a systematic manner. It may understand as a science of studying how the research is done significantly. The methodology may differ from problem to problem, yet the basic approach towards the research remains the same. The sequence or steps followed have been explained as under:

## **SAMPLE SIZE**

The universe is the employee working at mill. I have selected 100 employee 40 FROM THE STAFF, 60 FROM THE WORKER for the survey.

## **RESEARCH DESIGN**

This research is of EXPLORATORY RESEARCH DESIGN .I have used the questionnaire method for collecting the data.

## **ANALYSIS PATTERN**

Data collection:

This data is primary data, which I have been collected with the help of questionnaire. I have prepared a questionnaire on the basis of the factors responsible for employee's commitment in the organization.

## **LIMITATION**

1. Employees of the organization may hide the fact.
2. The management did not agree to disclose all the confidential data.
3. Number of respondents are very less, so clear conclusion can't be drawn.

## **SCOPE OF THE STUDY**

This study was conducted at a tata motors dealer at the administration services of the administrative department. All employees who have here over the past years as well as new employees will be given questionnaires to complete. Although the number of enrolled employees at the company is likely to change during this study, the size of the population at the start of the study is 30, according to the employees.

## **CHAPTERISATION**

**Detailed/final Project Report will include the following chapters**

### **Chapter –I Introduction**

**Significance of the study**

**Need of the study**

**Objective and scope of study**

**Methodology**

**Limitations**

(Details of methodology used in studying and collecting the data and issue will be described)

### **Chapter –II literature review**

### **Chapter –III Industry & company profile**

### **Chapter –IV Analysis of the topic & Interpretation**

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

### **Chapter –V**

**Recommendation**

**Bibliography**

**Appendix-1**