



3.3 The concepts of quality



Quality



Quality

Quality is not about perfection as different products have different levels of quality.

Quality is about meeting customer expectations





This is quality assurance where everyone is responsible for quality. This is embedded into the culture, it takes time and there will be high training costs. Once embedded it can be extremely effective with longterm benefits of a strong brand.



Quality Control

A photograph of two male workers in a factory setting. They are wearing white t-shirts, grey overalls with red accents, and yellow hard hats. One worker is wearing yellow gloves. They are looking at a brick held by the worker on the left. In the foreground, there is a tray filled with several grey bricks. The background shows industrial equipment and a wall with some peeling paint.

Quality Control

This involves checking products at the end of production. It means that an individual is paid to do this and it is consistent. However errors are not normally picked up until the end.

The image shows two men in a construction or manufacturing environment. They are wearing white t-shirts, grey overalls with red accents, and yellow hard hats. The man on the right is also wearing glasses and yellow gloves, and is using a yellow tape measure on a row of grey concrete blocks. The background features a wall with peeling paint and industrial equipment. A large black rounded rectangle is overlaid on the center of the image, containing white text.

Costs of maintaining quality



Costs of maintaining quality

The cost of maintaining high quality is training costs and inspection costs. This leads to a stronger reputation, people are willing to pay higher prices, increased sales and loyal customer.

The cost of low quality is refunds, recall costs and legal costs.

The image shows two construction workers in a factory or workshop. They are wearing white t-shirts, grey overalls with red accents, and yellow hard hats. The worker on the right is also wearing yellow gloves and glasses. They are standing in front of a row of concrete blocks. The worker on the right is using a yellow measuring tape on one of the blocks. The background shows a wall with peeling paint and metal scaffolding. A large black rounded rectangle is overlaid on the center of the image, containing the text 'Quality Issues' in white.

Quality Issues

The background image shows two men in a factory or workshop. They are wearing yellow hard hats and safety glasses. One man is wearing a white t-shirt and grey overalls with red accents, and the other is wearing a white t-shirt and grey overalls with green accents. They are both wearing gloves. The man on the right is holding a small tool, possibly a measuring device, and looking at it. The man on the left is holding a brick. The background is a concrete wall with some peeling paint and metal structures.

Quality Issues

Franchising can result in quality issues due to it being difficult for the business to monitor.

Outsourcing can also result in quality issues as it is out of the businesses control. T