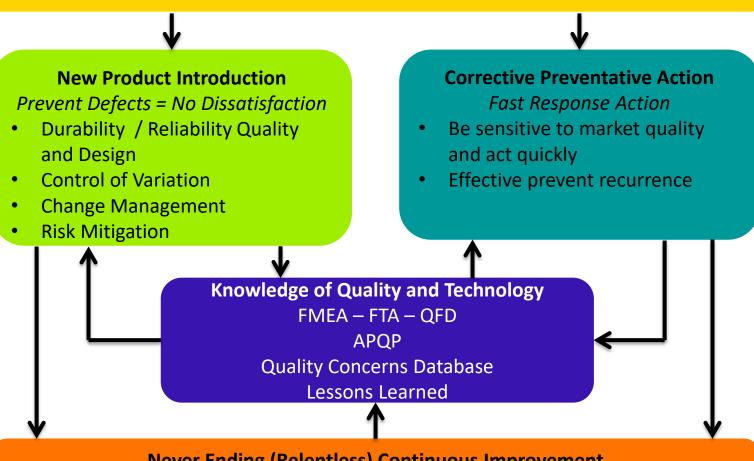


Total Quality Management (TQM) Process Flow

Voice of the Customer



Never Ending (Relentless) Continuous Improvement

- Accumulate knowledge continuously
- Get closer to the Voice of the Customer (VOC)



Total Quality Management (TQM)

- 1. Customer Focused Organization
- 2. Leadership
- 3. Involvement Of People
- 4. Process Approach
- 5. Systems Approach To Management
- **6.** Continual Improvement
- 7. Factual Approach To Decision Making
- 8. Mutually Beneficial Supplier Relationships