

TQM as a strategic competitive advantage in the KZN chemical industry

By

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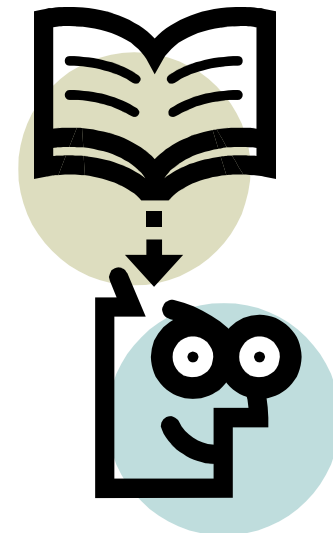
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Presentation Overview

- ❖ Introduction
- ❖ Problem Statement
- ❖ Aim
- ❖ Objectives
- ❖ Literature Review
- ❖ Methodology
- ❖ Results and Discussion
- ❖ Conclusion & Recommendations



Introduction

- ❖ South Africa is among top 25 chemical producing countries in the world.
- ❖ Global Competition

Problem Statement

- ❖ The chemical industry is familiar with the formal quality management system such as (ISO 9000) and (ISO 14 000) both have requirements similar to TQM.
- ❖ The extent of insufficient knowledge of TQM in the chemical industry has resulted in lack of literature availability and its status in the South African chemical industry.

Aim

The main aim of this study was to reveal the challenges associated with implementation of TQM within the chemical industry in Kwa-Zulu Natal.



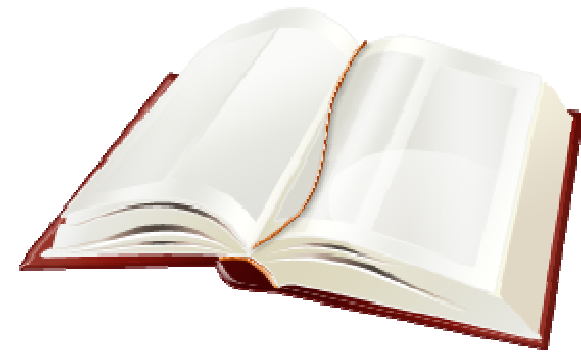
Research Objectives

Literature Review

TQM Evolution

Literature Review Cont'

- ❖ Management & Leadership
- ❖ Continuous Improvement
- ❖ Customer Satisfaction
- ❖ Employee Involvement
- ❖ Training and Education
- ❖ Reward and Recognition



Literature Review Cont'



Need for TQM

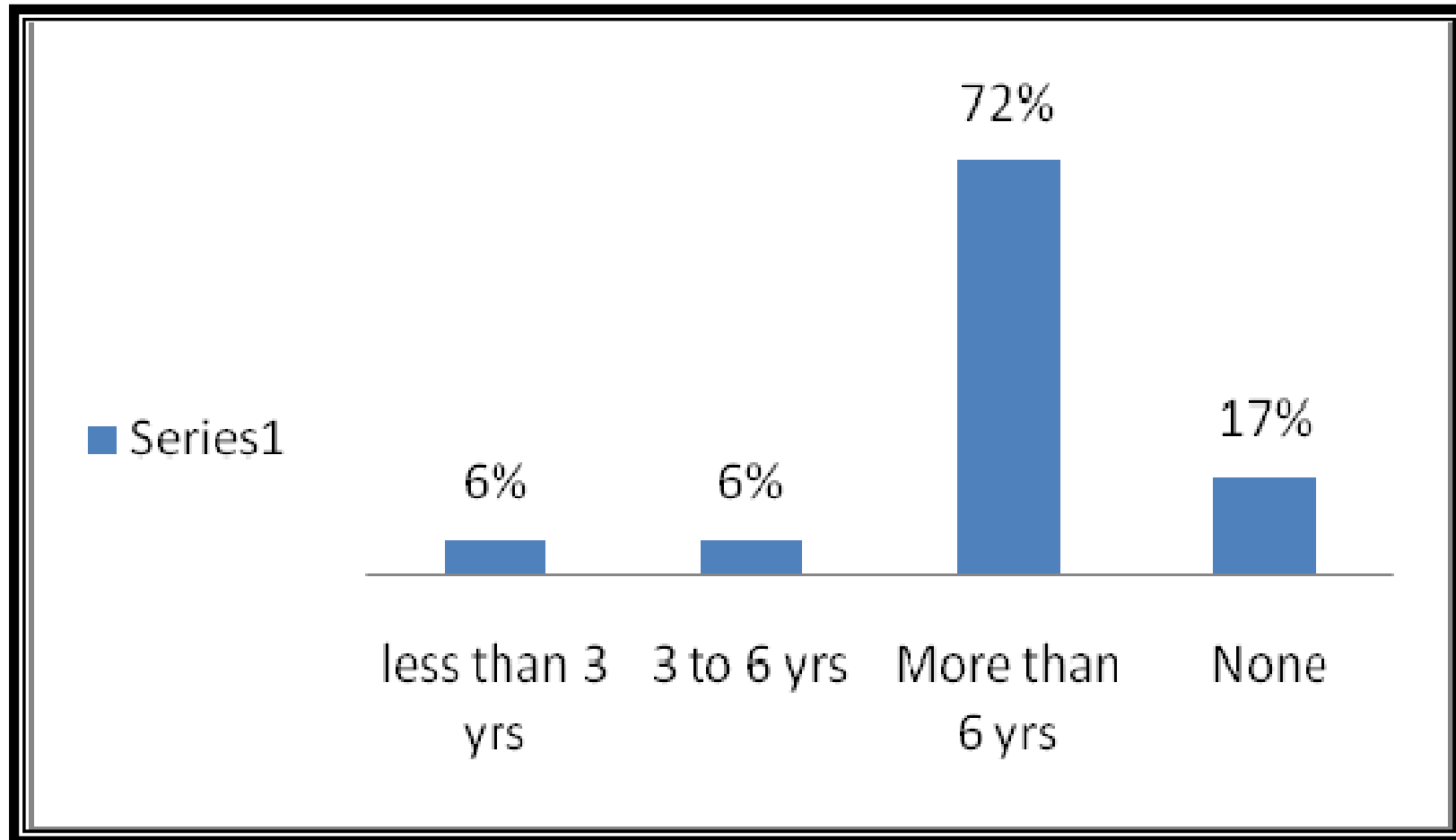
The need for TQM surrounds the key strategic such as: development of the best world class organisations; to build a happy bright place; to display human capabilities that are fully drawing out of infinite possibilities; to reduce costs continuously; to improve quality continuously and to develop problem solving skills within the organisation (Arora, 2000).

Research Design and Methodology

Results & Discussion

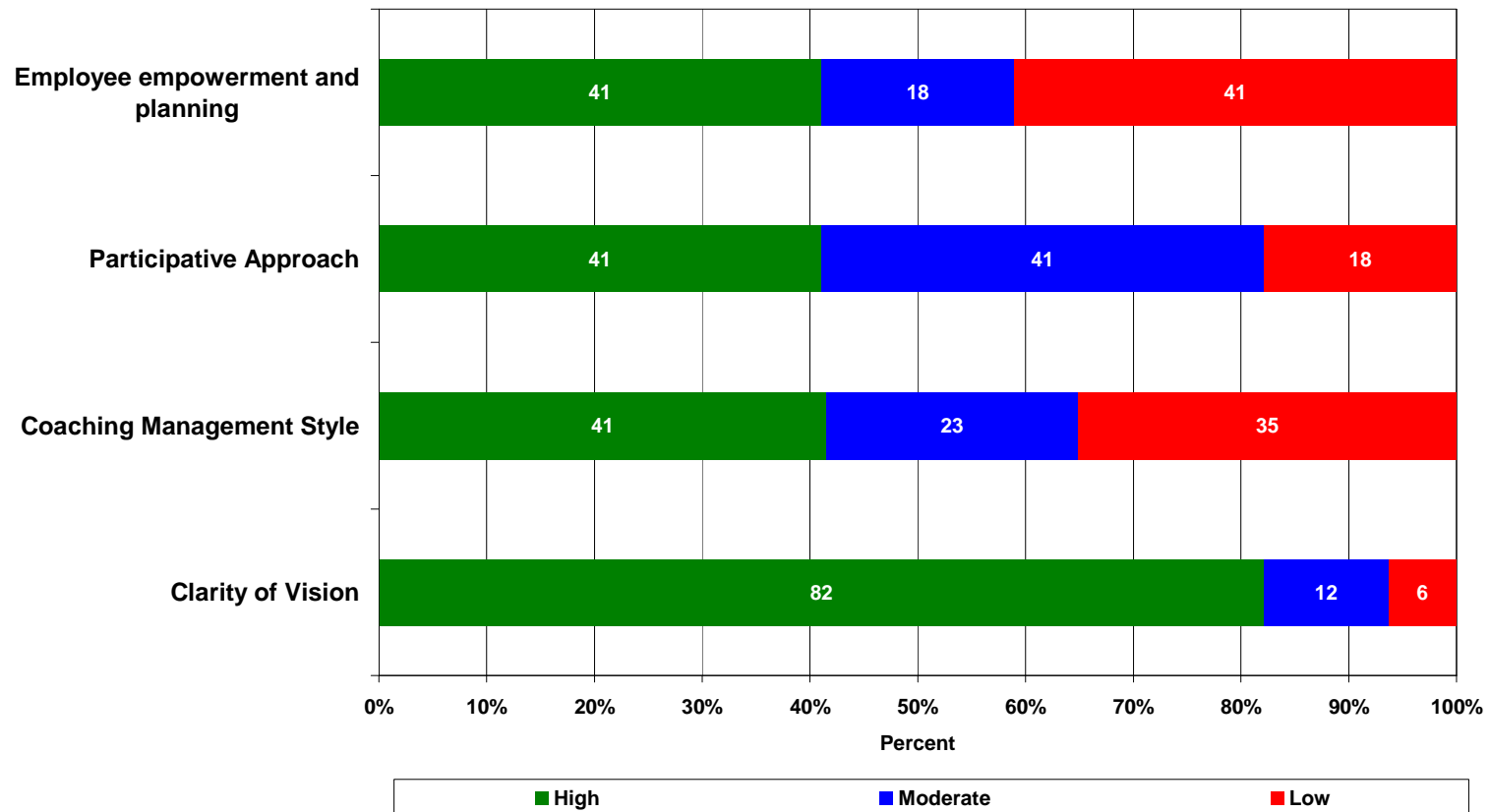
Sampling

Results

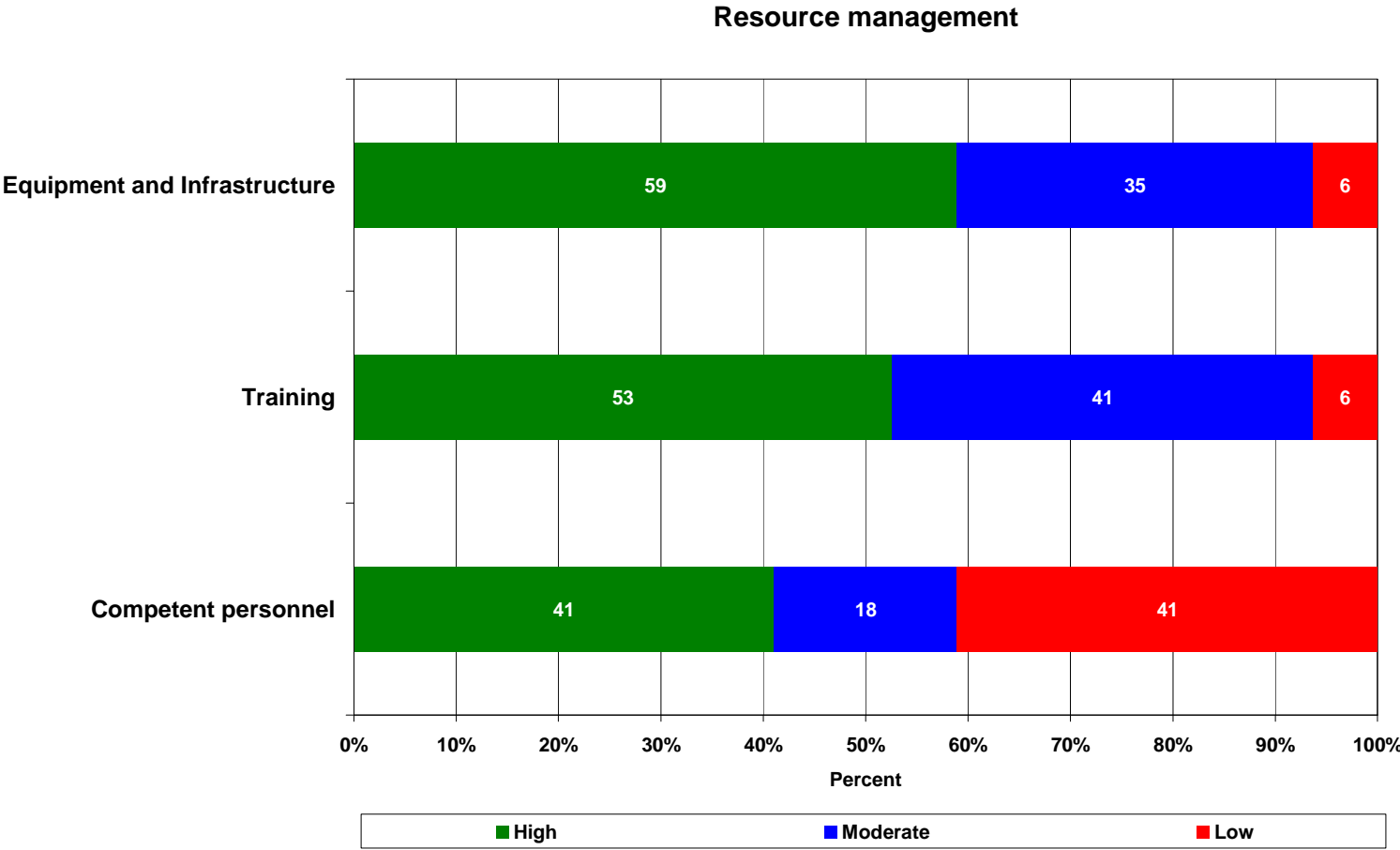


Management & Leadership

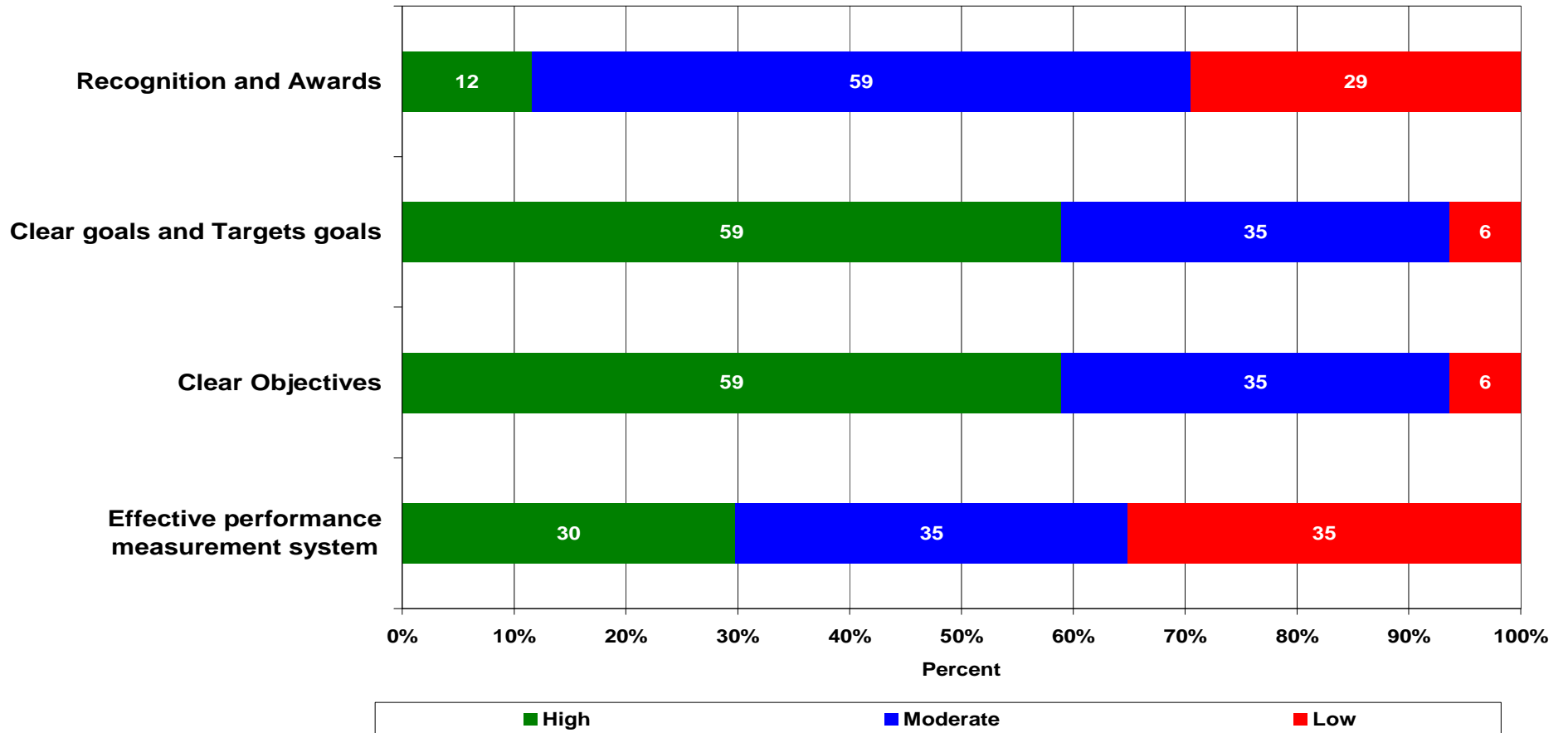
Management Leadership



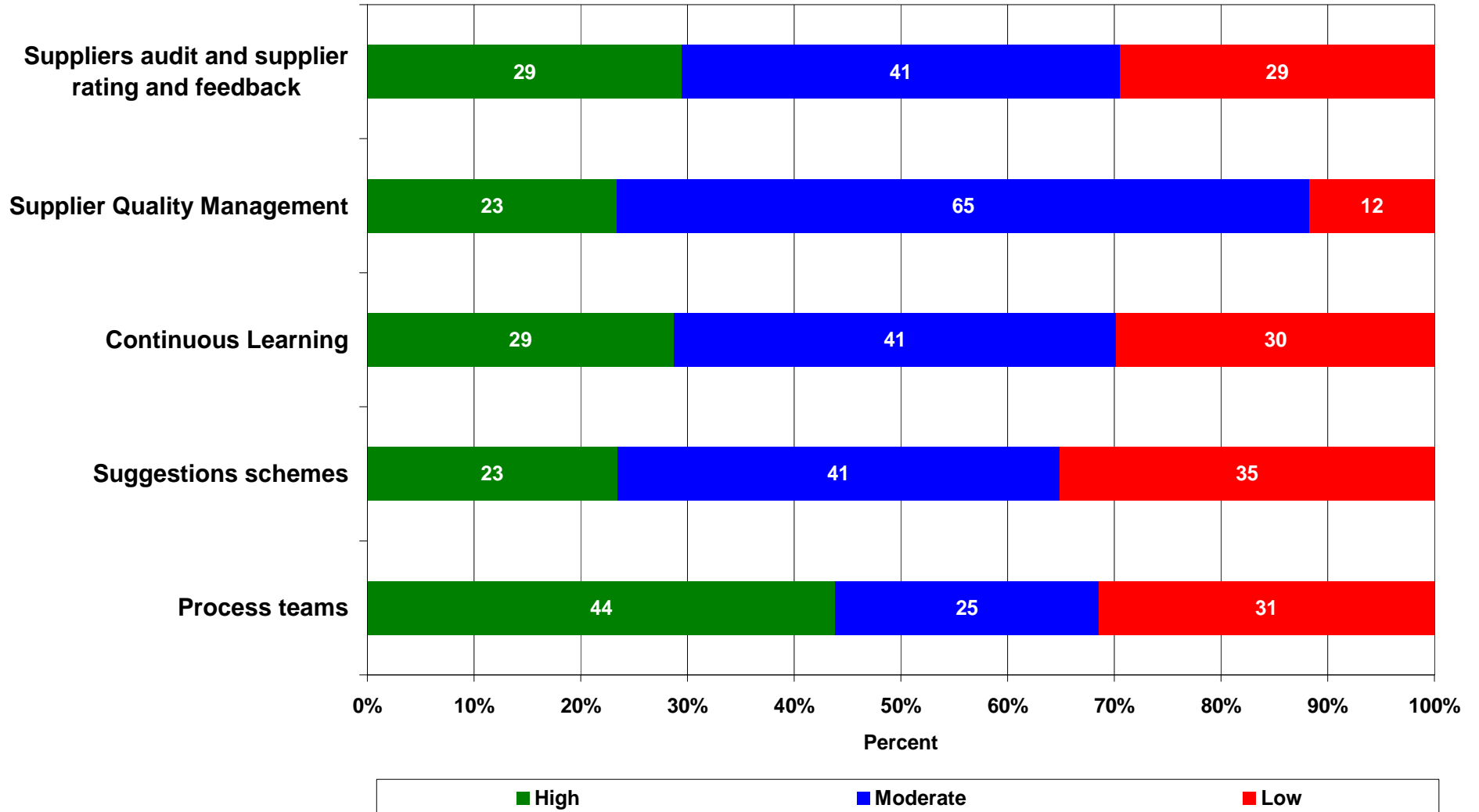
Resource Management



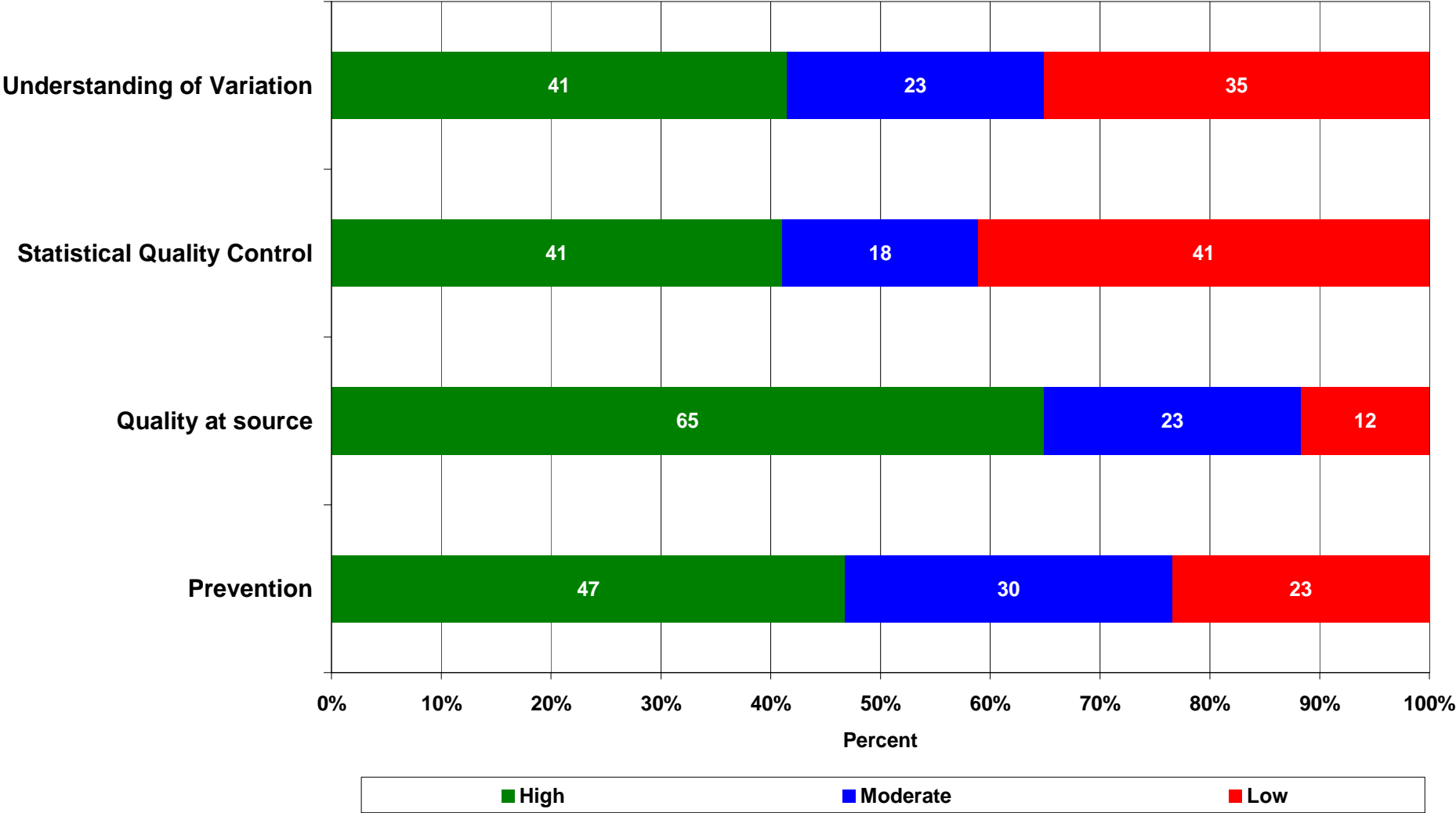
Measurement and feedback



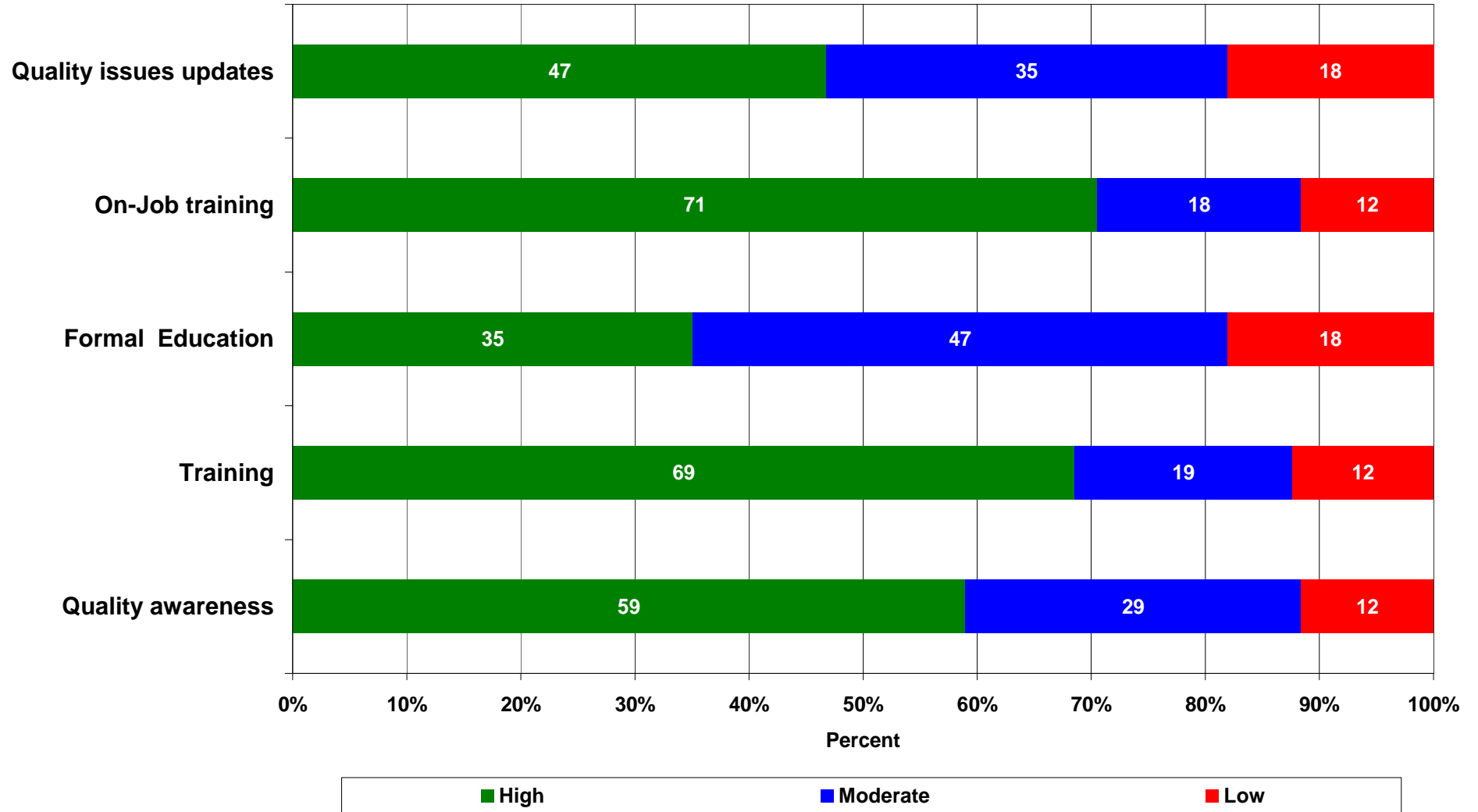
Continuous improvement



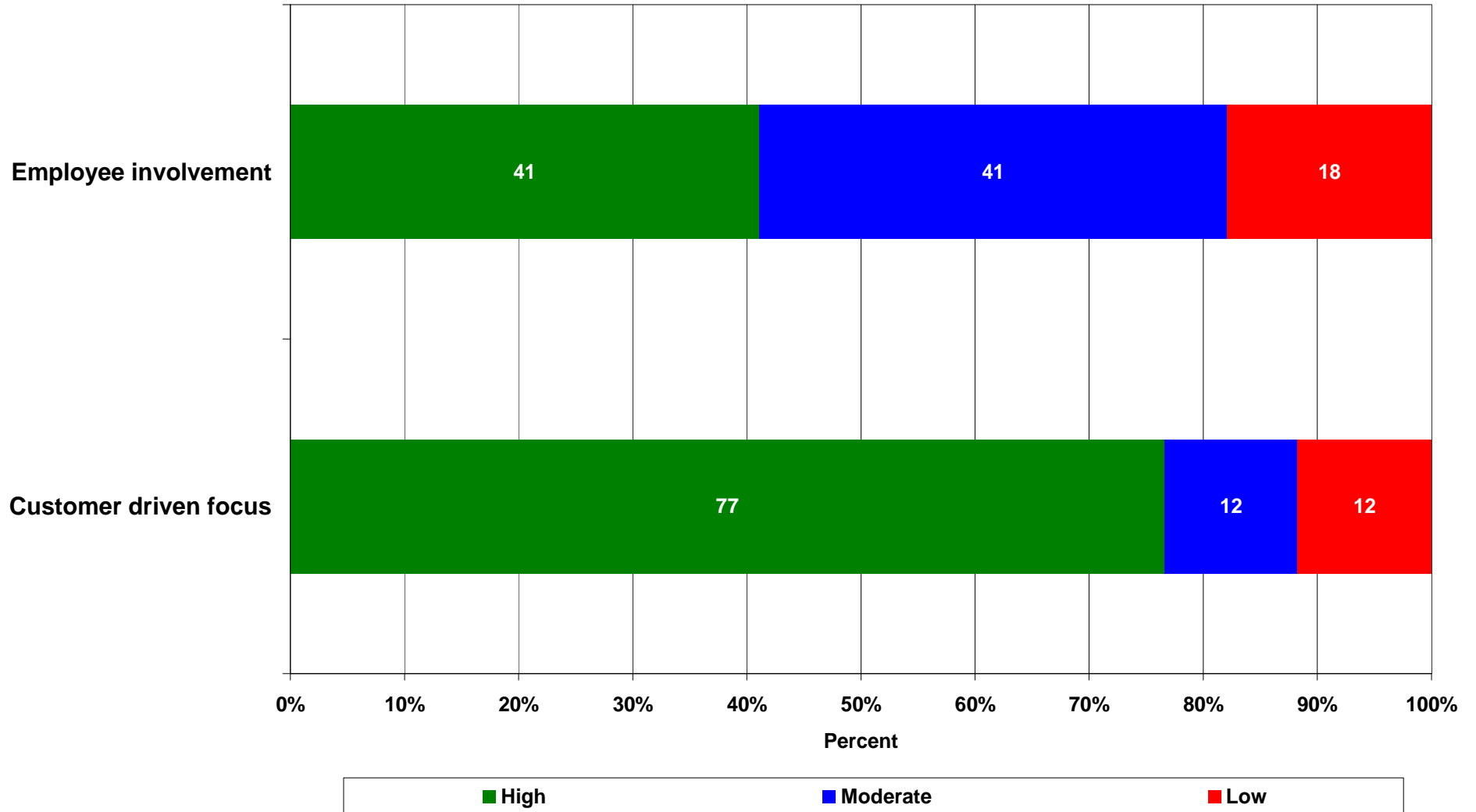
Systems and process



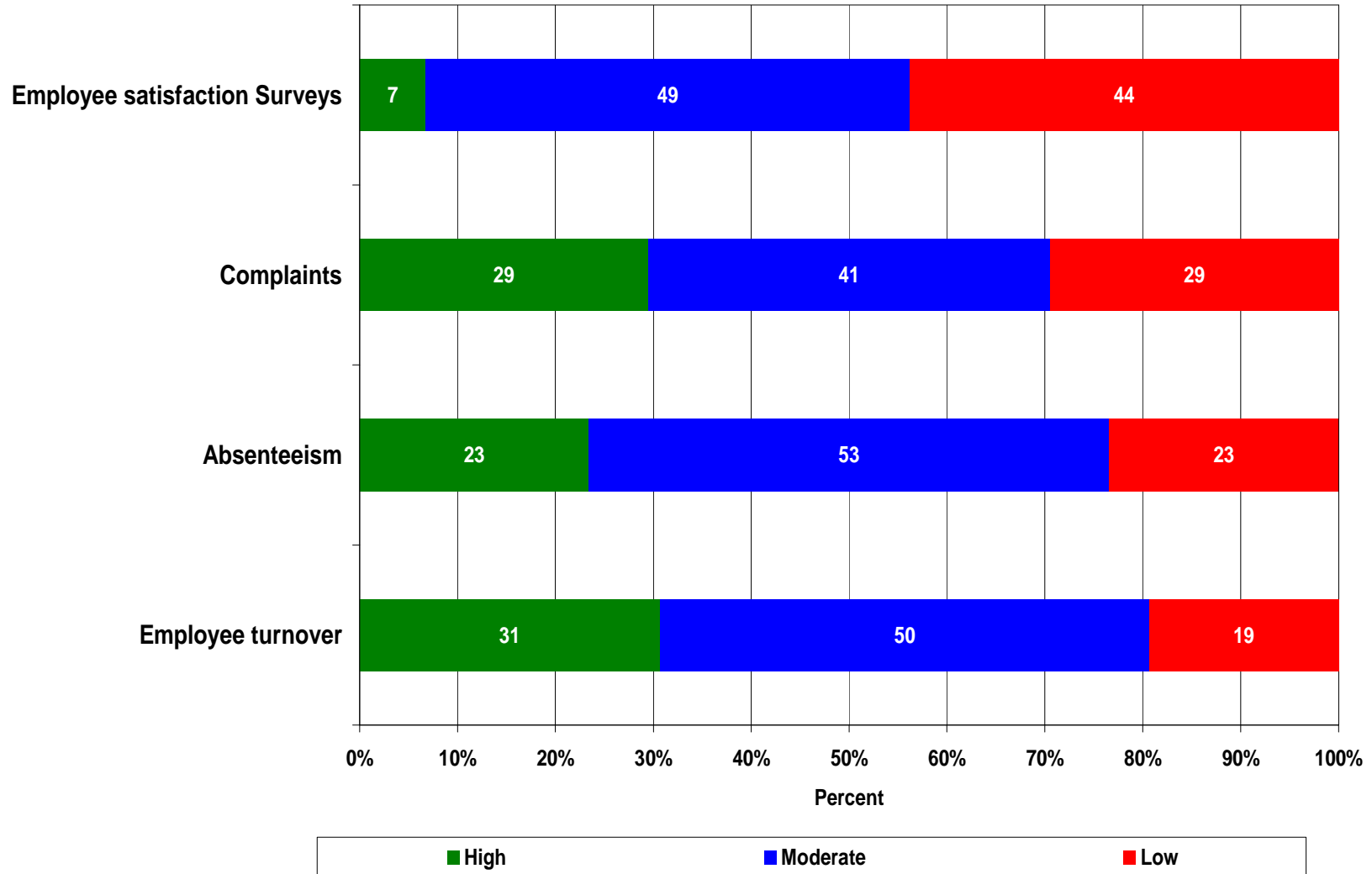
Education and training



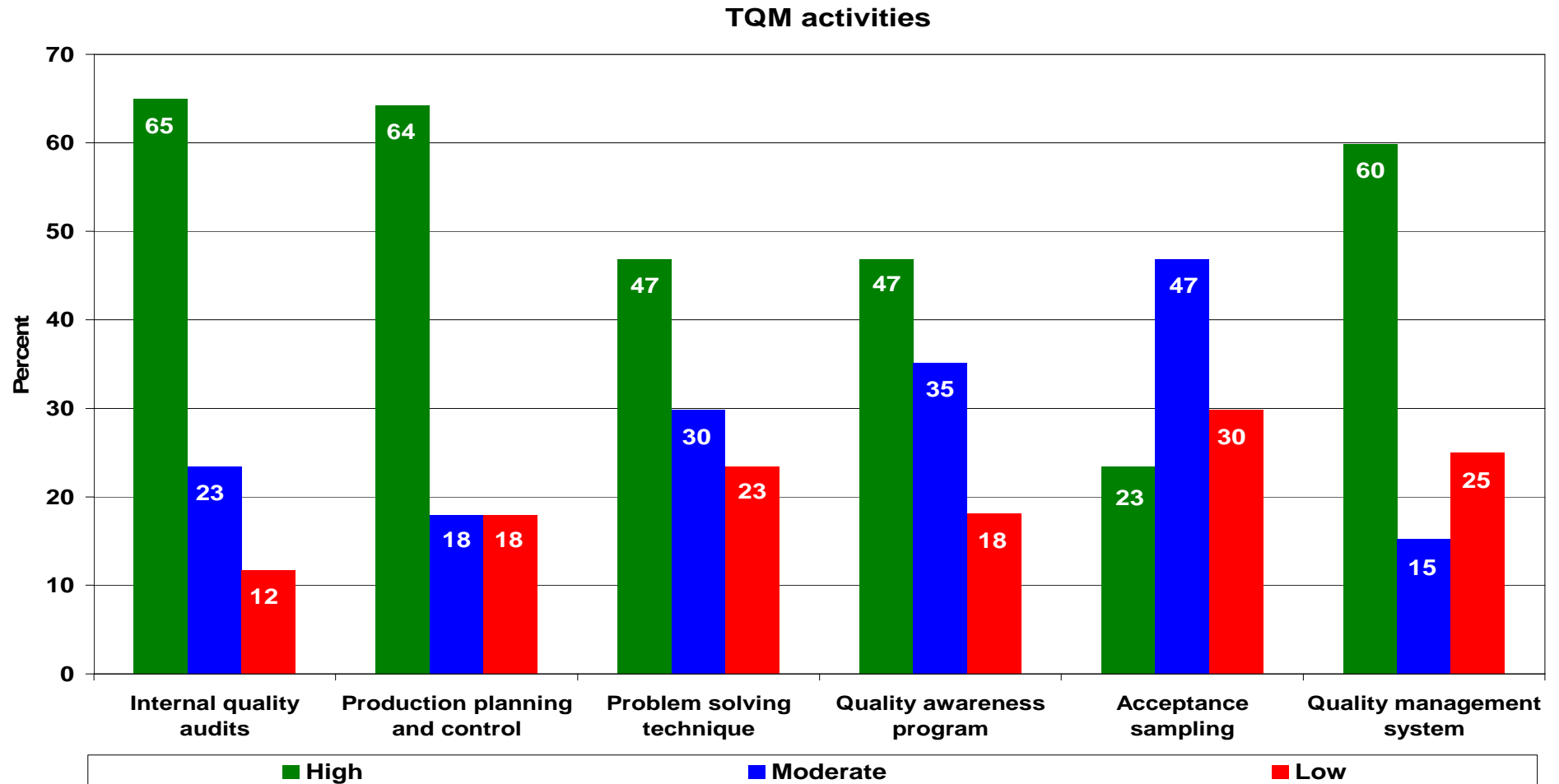
Work environment and culture



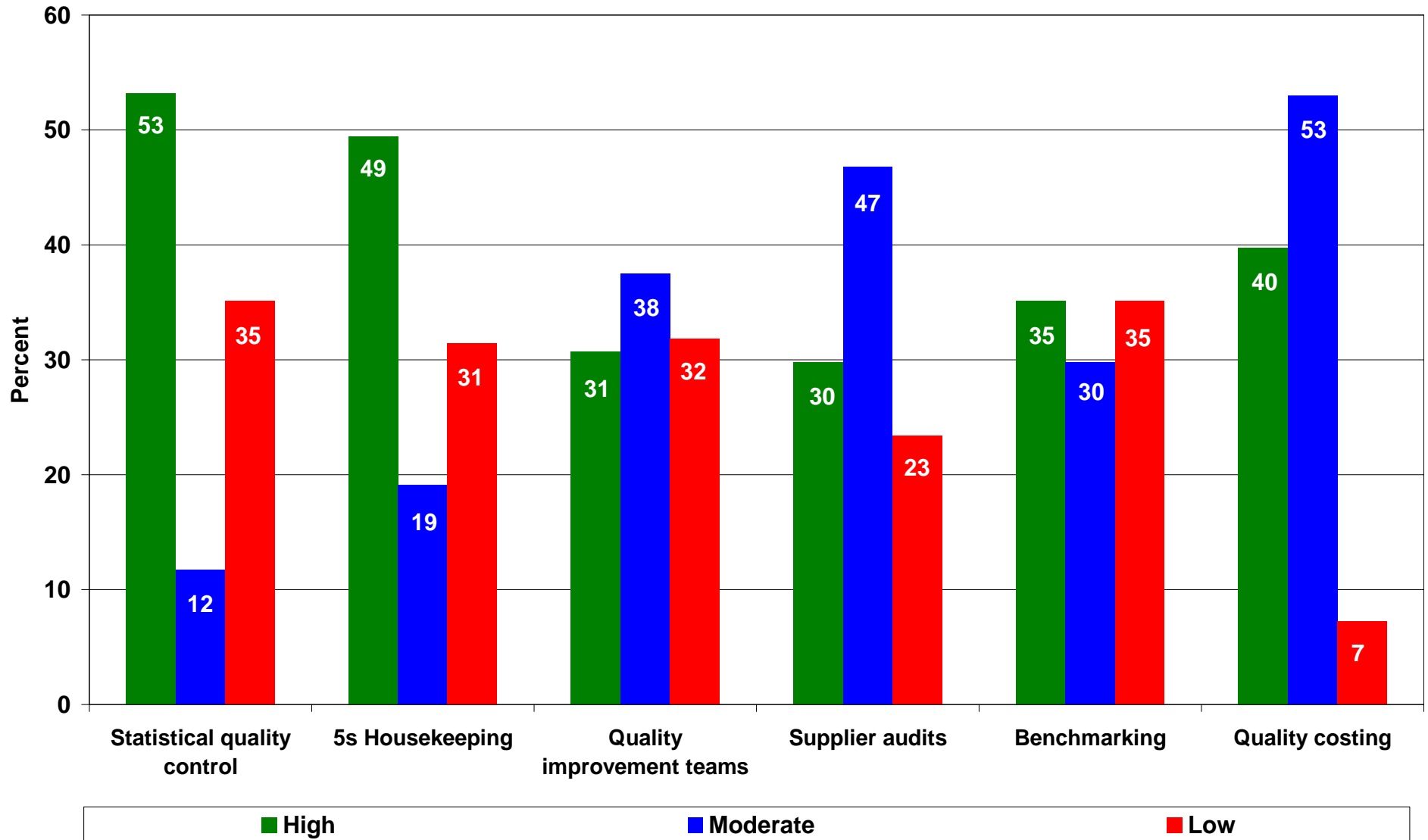
Employee satisfaction



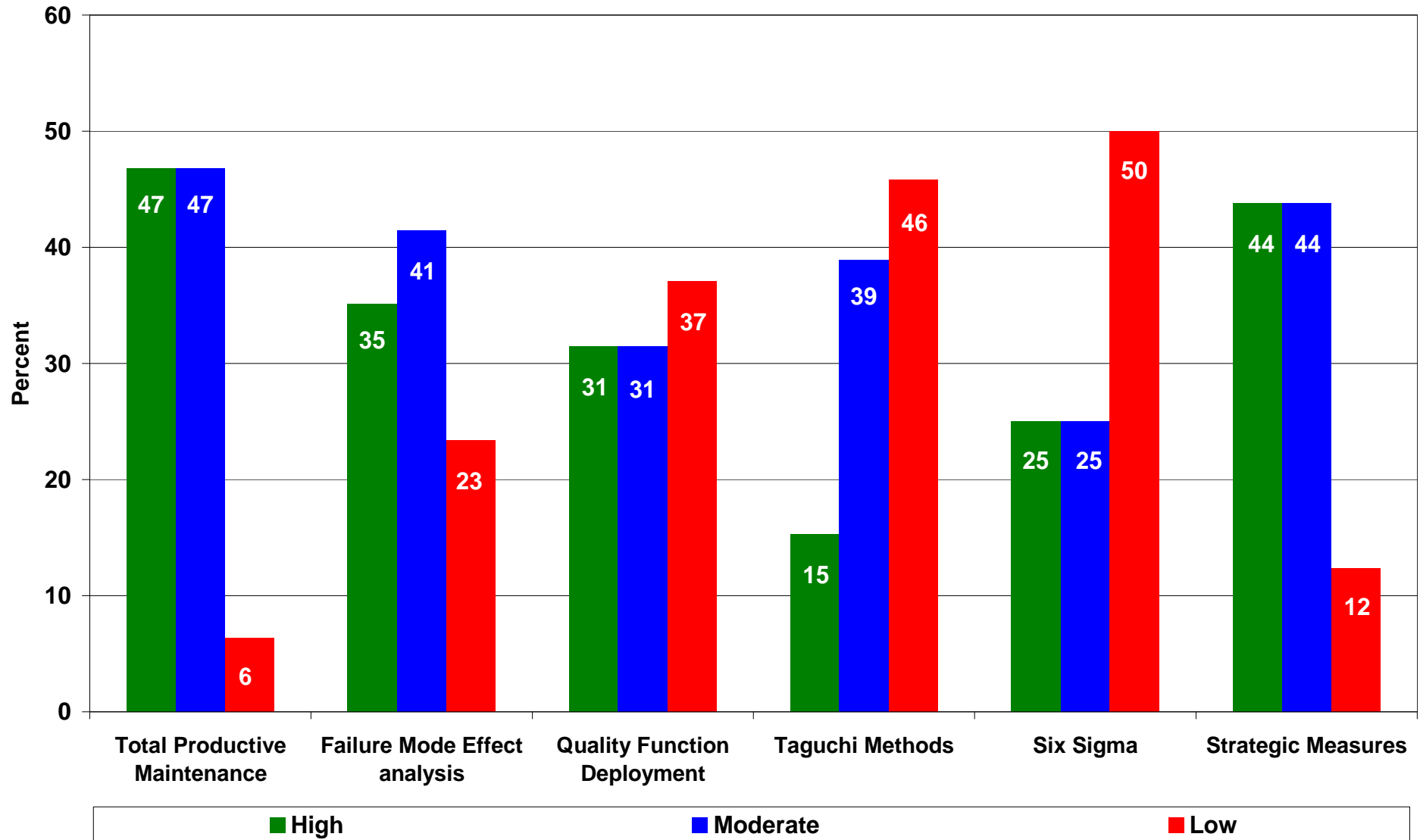
TQM Activities



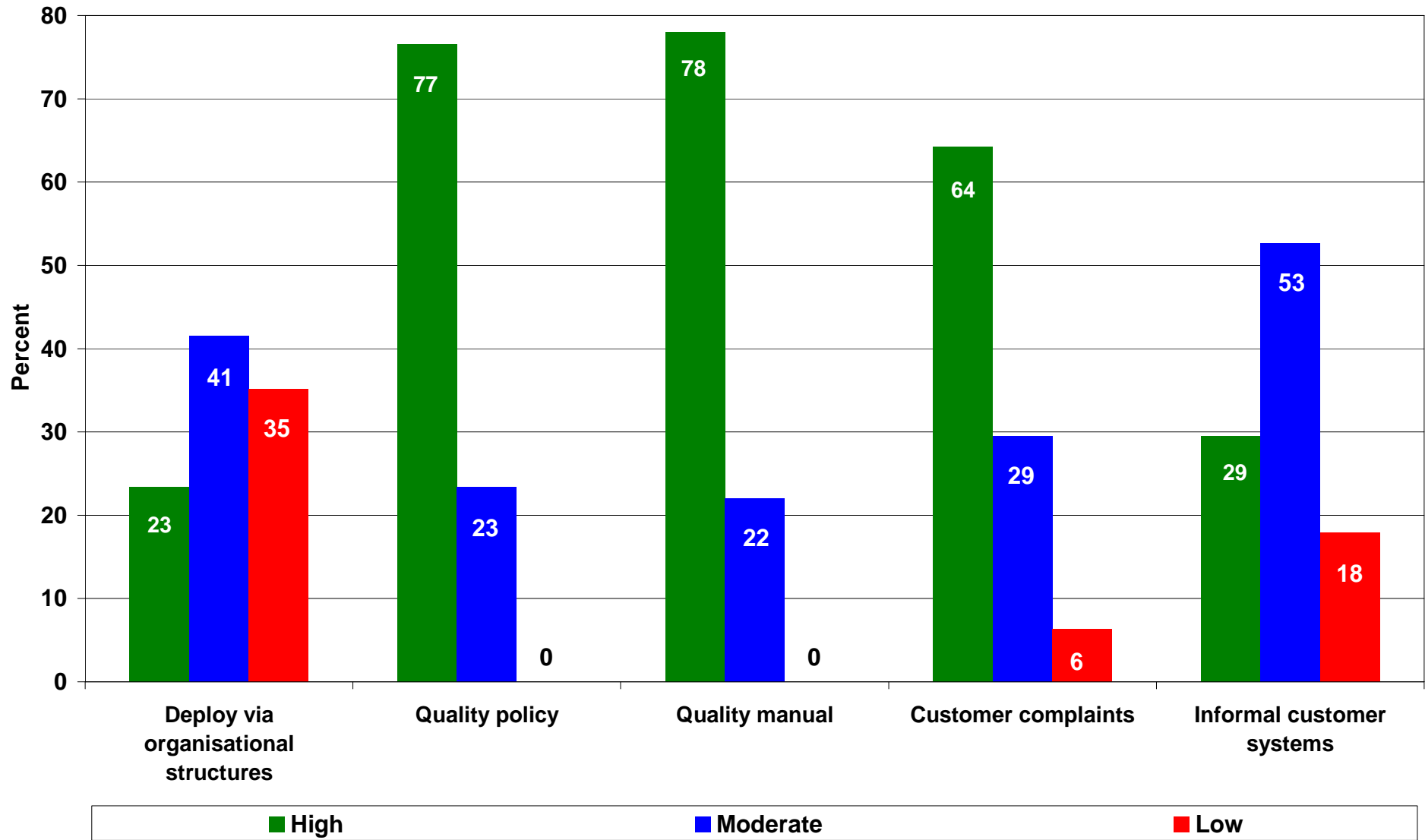
TQM activities



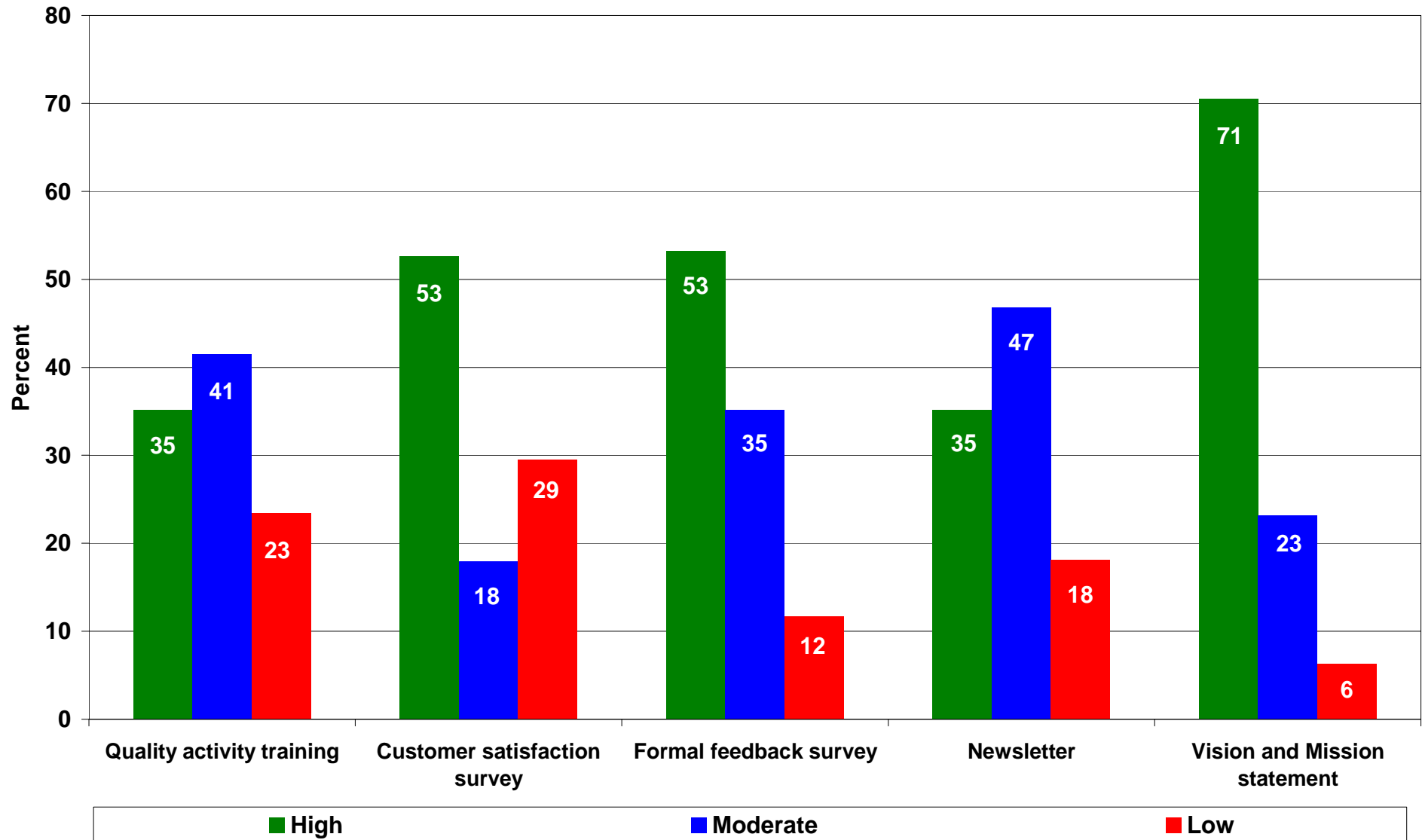
TQM activities



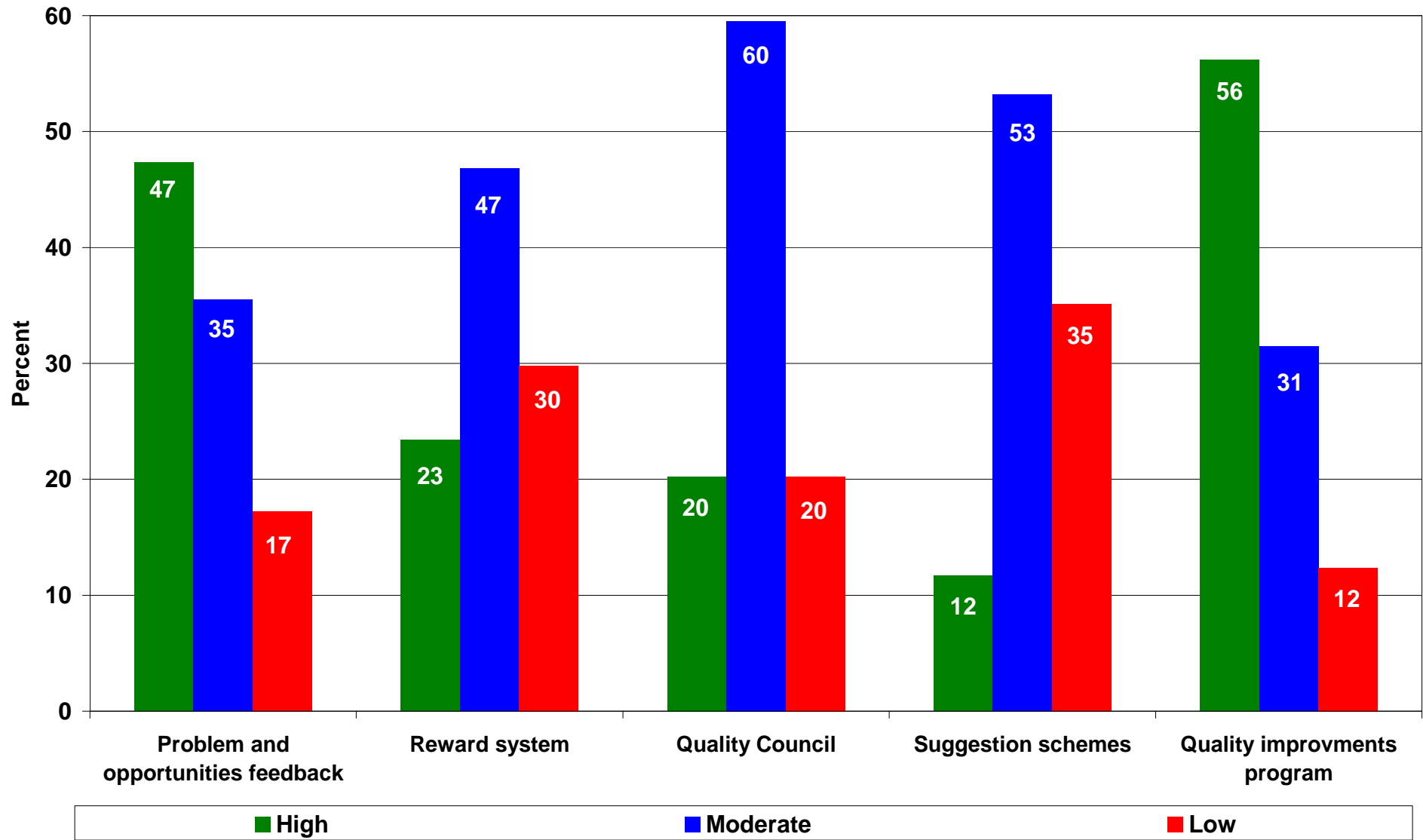
TQM activities



TQM activities



TQM activities



Interviews

- ❖ Positive attitude towards TQM.
- ❖ Relevance and monetary benefits
- ❖ Capacity Building (TQM Knowledge)



Conclusion



- ❖ ISO 9000 accredited
- ❖ Strong evidence of TQM principles and philosophy
- ❖ TQM activities are being practiced and found to be useful
- ❖ Deficient areas (Recognition & Awards, Employee satisfaction, Six sigma and Taguchi methods)

Interviews

- ❖ Positive attitude towards TQM.
- ❖ Relevance and monetary benefits
- ❖ Capacity Building (TQM Knowledge)



Recommendations

- ❖ TQM Capacity building via Academic institution (TQM short course) to support implementation.
- ❖ Study on TQM sustainability and financial benefits should be conducted to motivate and capture the industries interest

