

Application of Quality Management Methods in Product Quality Planning

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key words

quality management, focus groups, voice of customer, benchmarking, N. Kano model, quality house

We conducted a study of consumer requirements for the quality parameters of cigarettes produced by the company Advance Tobacco Factory (Kazan). A chain of quality management methods was used: focus groups — VOCT table — QFD — benchmarking — N. Kano's method. The analysis revealed promising characteristics of this company's tobacco products, accounting for which will increase customer satisfaction.

First of all, it is necessary to pay attention to the quality of the purchased tobacco, the type and quality of the filter, the density and uniformity of the tobacco packing on the cigarette, its combustibility and introduce additional control of these parameters. The criteria for selecting suppliers should be reviewed with full control of all indicators. Proper maintenance of the register of suppliers will simplify this process. It is also important to observe the microclimate conditions of the production premises and warehouse. The obtained research results can be used to form further directions of development, we believe.

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