

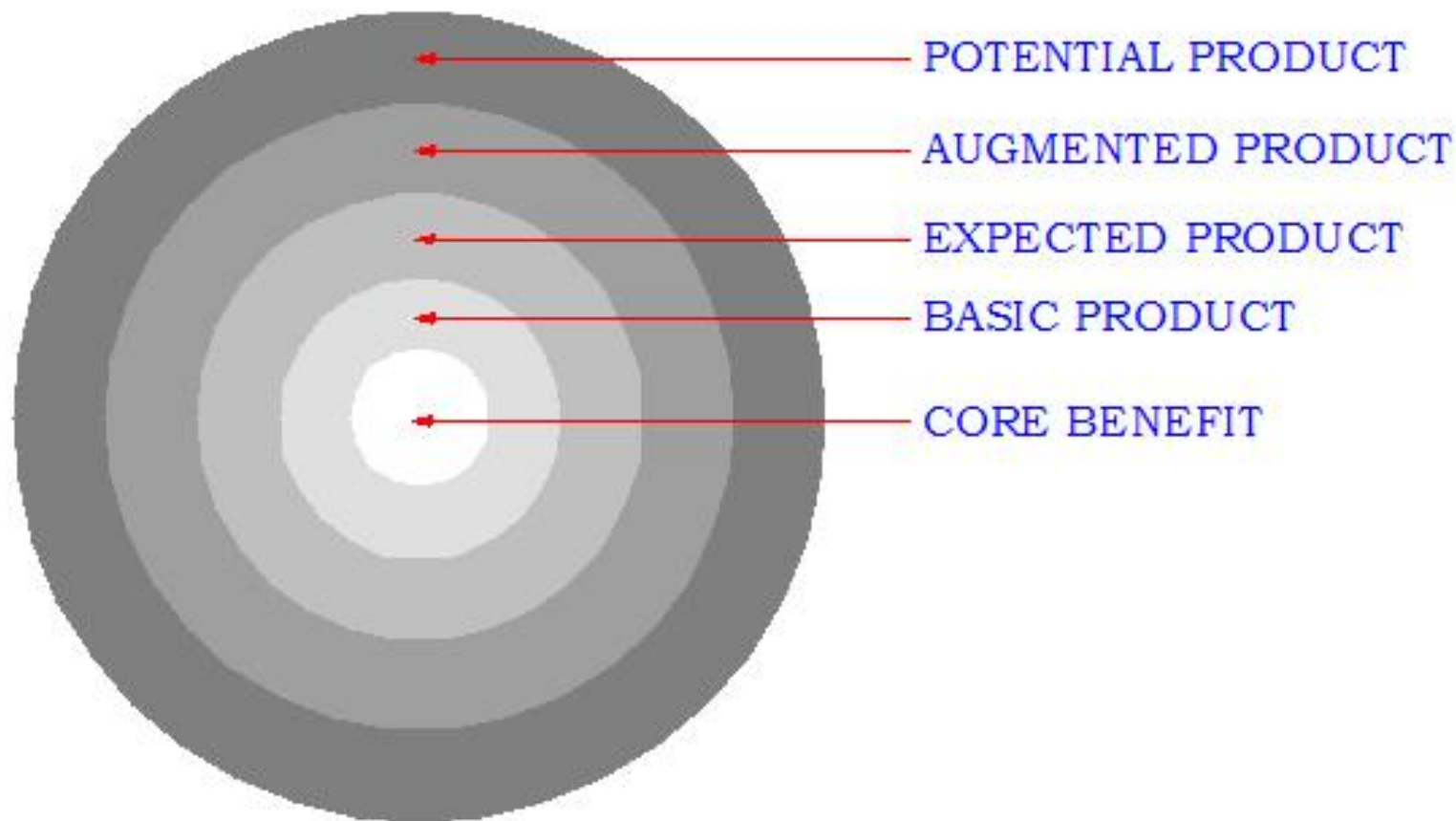


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QMS Auditor**

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PRODUCT	DESCRIPTION	PRODUCT KEY ATTRIBUTES	FACTORS IN OBJECTIVE
HARDWARE	-Technological Charts - Technological processes - Product Specifications - Samples - Catalogs	-Reliability - Durability - Design - Service	-Dimensional Characteristics - Functionality - Safety - Lifetime of product
SOFTWARE	- Catalogs - Technical Description	-Easy to use - Flexibility - Reliability	-Grading by Testing - Grading of applicative behavior
PROCESS MATERIALS a)FMCG b)Semifinal products	-Specifications - Declarations - Studies - Elaborates	-Chemical composition -Stability - Organoleptic characteristics - Hazards	- Degree of buyer's satisfaction - Adaptability
SERVICING	-Catalogs -web site	-Benefit - Responsiveness - Empathy - Repeated level quality	- Degree of Satisfaction of consumer - Adoptability

DIMENSIONS OF QUALITY OF PRODUCTS



QUALITY DIMENSIONS AND PRODUCT ATTRIBUTES

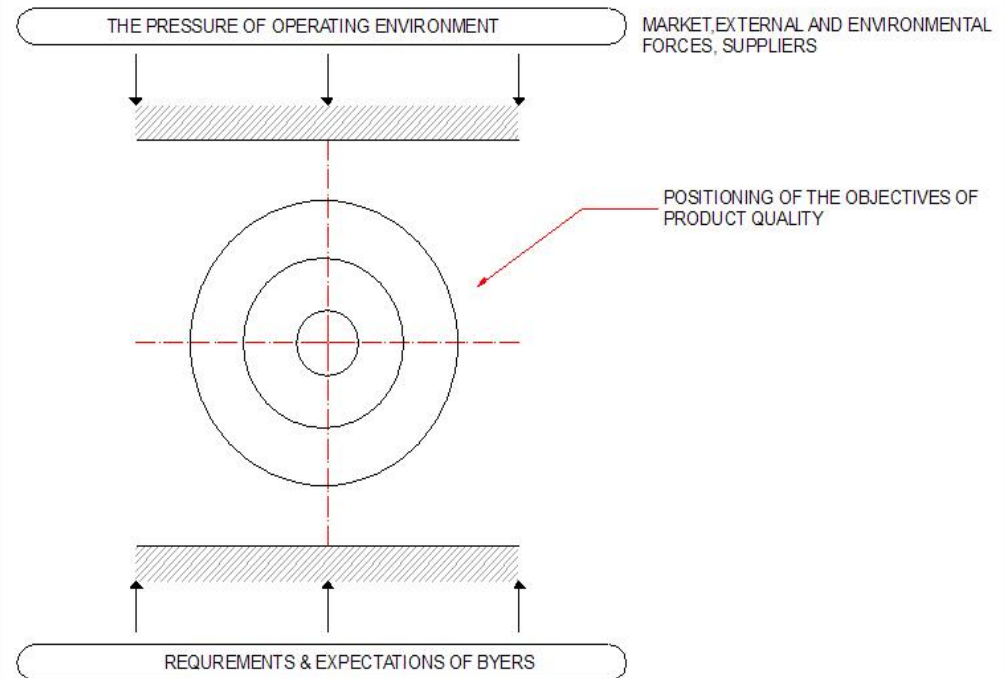


David.A. Garin	Kotler & Keller	Suggestions by author
<ul style="list-style-type: none"> •Performance •Characteristics •Product Attributes •Reliability •Durability •Service •Esthetics •Tangible Quality •Adjustment towards Standards 	Performance	<ul style="list-style-type: none"> •Size of allowed deviation •The level of undesirable materials/ effects •Warranty •Performance Sustainability •Installation •Counseling Customers
	Characteristics	
	Reliability	
	Durability	
	Ability to repair product	
	Shape:	
	Style:	
	Quality Assurance	

Vector illustration

As Porter illustrated in his model
**Sharp competitive forces create
the state of enormous pressure
for firms:**

1. Rivalry among existing firms
2. Bargaining power of buyers
3. Bargaining power of suppliers
4. Threats of substitute products
5. Potential Entrants



DEFINING THE OBJECTIVES OF QUALITY OF THE PRODUCT

<p>Phase I</p>	<p>Defining the objectives of quality of the product</p> <p style="text-align: center;">➔</p>	<p>Based on:</p> <ul style="list-style-type: none"> -Standards, Laws, Procedures - Customer Demand, Preferences -Previous Experience, Organization and Positioning Strategy
<p>Phase II</p>	<p>Defining the objectives of quality of the Inputs/ raw materials</p> <p style="text-align: center;">➔</p>	<p>Setting clear objectives of the quality for the materials that quality depend on (Internal standards or other means)</p>
<p>Phase III</p>	<p>Defining the objectives of quality of the Marketing elements</p> <p style="text-align: center;">➔</p>	<ul style="list-style-type: none"> -Define and position the remaining three elements of marketing mix: Price, Distribution and Promotion

BASIS IN DEFINING THE GOAL OF PRODUCT QUALITY

- **Standard based**
- **Needs of byers**
- **Own Experince ili GMP** (General Manufacturing proceses)
- **Combination**

APPROACH IN DEFINING THE OBJECTIVES BASED ON STANDARDS

DIN 8074:1999-08

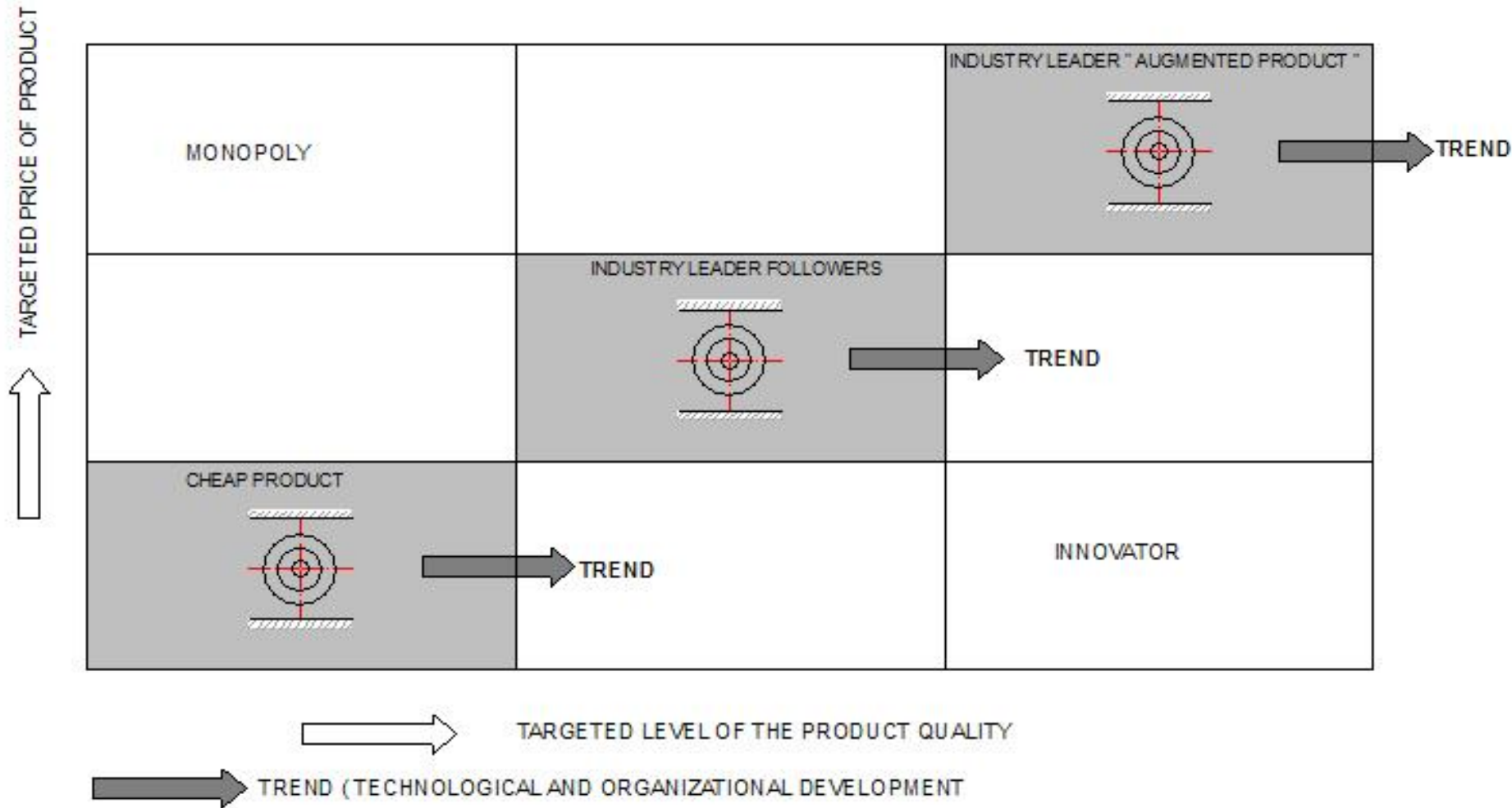
d	Limit deviations for mean Outside diameter	Circularity tolerance		d	Limit deviations for mean Outside diameter	Circularity tolerance	
		Straight pipes	Coiled pipes			Straight pipes	Coiled pipes
25	+ 0,3 (+ 0,3) 0	1,2	1,5	355	+ 3,2 (+ 2,2) 0	12,5	S.A
32	+ 0,3 (+ 0,3) 0	1,3	2,0	400	+ 3,6 (+2,4) 0	14,0	S.A

DEFINING OF GOALS BASED ON STANDARDS

No.	Characteristics	Criterion	Checking
1.	DIMESIONS	Tabela1, Tabela2	-mjerni protokol -atest instituta
2.	WEIGHT	Tabela 3	Mjerni list, po planu kontrole
3.	INTERNAL PRESSURE ENDURANCE	Standard EN 12 201-2	Atest instituta
4.	EXTERNALS PRESSURE ENDURANCE	Standard EN 12 201-2 ; DIN 19 560	Atest instituta
5.	WATERPROOF CHARACTERISTICS	nepropusnost	Atest instituta
6.	PAINT	Definirano po RAL-u	Organoleptika
7.	MECHANICAL CHARACTERSITICS	Po standardu	Atest instituta
8.	LIFETIME OF PRODUCT	Po JUS G.C6.620	Uslovno do validacije

POSITIONING OF QUALITY PRODUCT OBJECTIVES

IDEA's portfolio of Quality Objectives



CONCLUSION

- Setting the objectives of product quality is obligation of international quality standards.
- Yet, more significant motive is the interest of organization
- The greatest obstacle in setting these objectives of product quality is multidisciplinary nature of this issue.
- The setting of Goals of Product Quality is ongoing process
- The goals of product quality might be applied through out entire product line
- It represents the opportunity to establish medium brand equity as well as high positioned brand