

ASDA QUALITY

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Quality Management System. (QMS)

Basic requirements of a QMS.

Establish, implement and maintain a QMS within the business.
Continuous improvement is required with processes in accordance to international standard.

Determine the processes needed as well as how these will be applied in QMS.
Processes will be identified, planned, controlled and improved when implemented.

Determine required inputs and outputs expected of every process.

Determine the sequence and interaction of processes as well measurements, performance indicators, methods to monitor and control used in implementation.

Allocation of resources needed to support processes shall be available.

Authorities and responsibilities assigned to these processes.

Identifying risk and opportunities, ensuring changes to processes to achieve the desired result through planning, evaluating and implementation.

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An example of a QMS



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fmarketbusinessnews.com%2Ffinancial-glossary%2Fqms-quality-management-system%2F&psig=AOvVaw1BGGuslsDKbh9zPpVGKk0H&ust=1584650169791000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCODUr5bwpOgCFQAAAAAdAAAAABAD>

Examples of poor QMS.

Dependence on inspection and rework.

Relying on trial and error.

Rewarding of fire-fighting behaviour.

Minor focus of measuring quality.

Functioning silos inhibiting collaboration.

Breeding arrogance from past successes.

Consequences of poor QMS.

Damaged brand image.

More hiring of staff.

Rejected goods.

Risk of product recall.

Lack of constant improvement.

Production & shipping delays.

Discouraged workforce.

Decreased productivity.

Loss of customers!!!

Examples of ASDA's use of QMS & effectiveness.

Cloud based QMS launched in 2016 to improve:

Product quality.

Encourage innovation.

Monitoring product quality and performance.

Brand quality now visible clearly showing a service or products performance.

Maximised sales through competitive pricing and adverts.

Happy environment.

Minimising complaints and keeping customers happy.

Maintaining a new and unique shopping experience.

Keep customers happy with best and latest products without compromising quality.

Better access of information the customer can understand.

Be environmentally friendly as possible.

Extra steps in place to improve quality standards including audits and monitoring.

Businesses need a QMS to prevent issues with service or products before a customer is dissatisfied!

Seven standard principles of a QMS:

1. Customer focus.
2. Leadership.
3. Engagement of people.
4. Process approach.
5. Improvement.
6. Decision making based on evidence.
7. Relationship management.

Six benefits of a QMS.

Helps leadership.

Promotes a customer-led business.

Improves company culture.

Improves the bottom line.

New innovations are managed effectively.

Helps understand what is not working well. Treat causes before jumping to conclusions.

Don't oversimplify objectives.

Businesses will not survive if they fail to satisfy the customer.

Everyone should aim to meet customers needs.

Identify opportunities naturally.

Use of the Plan-Do-Check-Act or Deming wheel.

A strong QMS with clear principles can ensure a buy-in when implementing it.

Example of how to use the Deming wheel (PCDA)

(PCDA) a continuous feedback loop that tests identified causes of product failures and changes needed.

The four Phases of a PCDA.

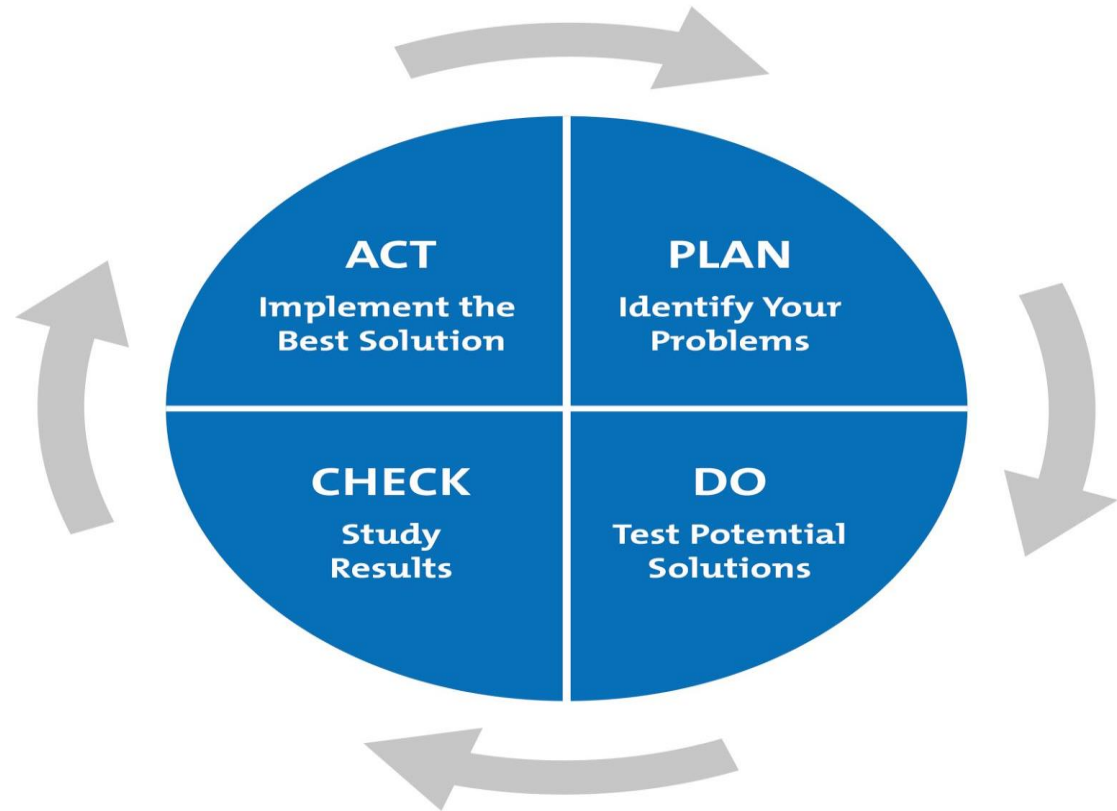
Plan. Identify problems and decide which to test.

Do. Test a potential solution on a small scale and measure results.

Check/Study. Measure results and their effectiveness.

Act. Implement the solution if needed.

Figure 1: The Plan-Do-Check-Act Cycle



https://www.mindtools.com/pages/article/newPPM_89.htm

SWOT Analysis of ASDA's QMS.

Strengths.

Innovation.
Brand Quality.
Happy working environment.
New products without quality compromise.
Use QMS to increase sales a year after Biggest sales fall record.
Informed public of QSM strategy instead of waiting for data to be leaked.

Opportunities.

Expand other means of receiving feedback.
Better access to product and service information.
Listen to employees as you would your customers.
Quicker implementation of renewed strategies.
Implement QMS solutions quickly when facing a crisis, bad trends or issues.
Set the standard in QMS by doing things first.

Weaknesses.

Elderly have lack of knowledge to use certain technologies to engage in two way communication.
Assumptions of negative actions going unnoticed in the public eye.
Waits too long for rival companies to implement their own QMS to improve service or customer issues.

Threats.

Rival company brands.
Competitive prices.
Future merger plan has negative views of price rises and reduction in quality.
Tend to follow suit of competition in certain bad habits, risking brand image.

Recommendations to ASDA's QMS based on information and SWOT Analysis.

Keep up brand image and Brand Quality.

Use more technology and communication mediums to receive feedback.

Consider people with lack of knowledge, technology to access products and services.

Treat employees and supplier like you would your customers.

Act fast when renewing strategies to be ahead of competitors.

Implement QMS solutions quick when bad issues or crisis can effect brand image and customer experience.

Lead by example and set the bar.

Do it first and not well after competitors have implemented the same QMS.