

A Study for QFD Work in Business Strategic Planning

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ABSTRACT

In the past few decades, because of liberalization, globalization, rapid development of technology, and quick change in customer's need, the result of which is that the market moves fast, products live short, and production aims at more flexibility, the industrial world has been faced with the most difficult situation ever. To accommodate the fast changing environment, the manufacturing companies and enterprises must both adopt proper strategies and implement them effectively in order to create and maintain their competitive edge. Therefore, a unified and all-inclusive managing strategic planning becomes urgent lesson for each and every enterprise. An all-inclusive and effective strategy must build a bridge among managing environment change, enterprise's strategic direction, and strategic implementation guideline on realistic ground so that the purpose of "Do right thing" could be achieved. In view of the fact that a systematic conversion analysis model is still lacking, managing strategic guideline often only achieves "Do thing right." Quality Function Deployment (QFD) can effectively connect purpose and procedure, and at the same time successfully apply to new products' client needs and to products' quality analysis and regulation. Recently, it has even been used to manage service quality and customer relationship management(CRM). In order to effectively, realistically, and firmly connect managing environment change, enterprise's strategic direction, and strategic implementation guideline as a whole, this study makes use of QFD and proposes an integral managing strategic planning model, using individual cases to confirm it. Case application results show that QFD's relational matrix can establish connections and priority charts for multi-objectives and elements of different nature. More importantly, it can connect enterprise's strategy, implementation guideline, and managing environment change to achieve the purpose of "Do right thing," creating and maintaining competitive edge for enterprises.

Keywords : Quality Function Deployment ; Managing Strategy ; Strategic Planning

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