

# A Study on the Influence of Implementing TQM on Competitiveness of Enterprises----A Case Study of Component Parts for Au

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## ABSTRACT

The economic has been changing speedy in the world, especially for the revolution & opening from Mainland China which is influence to whole Asia countries. The enterprise competence were constituted from quality, service, innovation, speed, differentiation, if every companies wish survive who has to search how to cost down, shorten the delivery, offer 100% satisfactory service to your customers. It shall be more competitive after joining WTO (World Trade Organization), It will be more important for the management control from internal management & policy, strategy onto external. The demand of mobile has been increasing after revolution & opening from Mainland China, most of well-known mobile car manufacturers have been ready setting up factory in China, but Taiwan car makers did not have 100% owned local vehicle factory in China. Taiwan car makers are not interested in investing money in Taiwan as the investing environmental is poor. Taiwan car spare parts manufacturers are concerning about how they are surviving forever. It is very difficult to reach their goal if they do not have strong management team work, as now most of companies have focus to vision, policy & strategy. Absolutely the internal managements are very complicated which are including production management, material management, financial management, research & development, human resource, quality management...etc. This research is studying by TQM (Total Quality Management) activity to upgrade the product quality and effectiveness of company internal management. The skill of quality control management is not only suitable in procedure of quality control, it is suitable widespread which are including R&D, production management, market management...etc, and to be closely linked with life cycle of products, for which are also including the stage of item design, development stage, mass production stage, after service stage. Recently International Standard Organization has promoted many ISO 9000 systems, these system requirements are only the basic essential, it does not means you will be the successful one whatever you have reached ISO system approval. The enterprise need to reinforce internal management into every section under controlled by the ISO system, these are including quality function extend while develop new products, design review which reduces the defective of designing, and how to use failure mode & effects analysis skill, reduce lead time of developing new items, reduce the mistake percentage and accumulate experience of technology, reduce time of development to make more profit, and how to use every quality control skill to solve problem during the production stage, increase company's competitive competence. Finally, this research will analyze prevention cost and failure cost, using the lowest cost to reach the upgrade of quality goal, which may helps the company to increase competitive advantage and competence. Please note, this study is only analyzing the car spare parts manufacturers. Key words: Competition, Total Quality Management, Car Spare Parts Industry, Failure mode & effects analysis.

Keywords : TQM (Total quality Management) ; FMEA(Failure Mode and Effects Analysis)

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