A Quality Function Deployment Approach for Improving Quality of Yarn: A Case Study

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Abstract

Manufacturing industries have become very competitive and customers are more concerned about quality today. Customers now-a-days are very choosy for spending money. Quality product is there first and foremost preference. This paper focuses on the application of Quality function deployment on a manufacturing company to improve its quality of product through designing the house of quality matrix. QFD is a structured approach to defining customer's needs or requirements and translating them into specific plans to produce product to meet those needs. The objective of this work is to provide the case company: Beximco Synthesis Limited that supply polyester yarn to different customer by different ways and all products are using the textile sector. The QFD methods are applied in order to correlate the expectation of the customers and the internal quality indicators of the process. The expectation of the customers are gathered, analyzed and dealt with. This focus on satisfying the customer's needs by placing emphasis on QFD technique to help understand those needs and plan a product to provide a superior value.