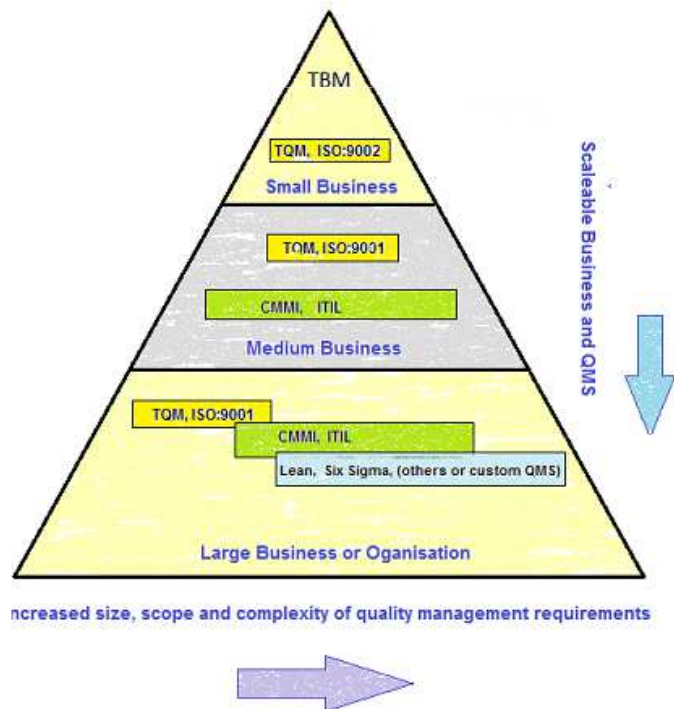


Building a QMS for a Small Business

There's no need to over-kill when establishing a quality management system for a small or micro business. A scalable fusion of TQM and other quality standards and methodologies might be the way to go.

TBM or **Total Business Management** removes **quality** from the acronyms and injects it into the services and products as an integral part of the operations and company psyche.



SmartGuide – Total Business Management

Use TBM as a Foundation

The objectives of **TBM** are:

1. Focus on introducing effective quality enhancing practices to a small budget business, without the maintenance overheads of a larger, more comprehensive and rigorous quality system.
2. Establish TBM for a baseline model or Small Business. This becomes foundation that can be scaled as appropriate, both horizontally (ie. in scope), and vertically (in size and detail).

The Keys to Success

- ✓ Understand your products and services thoroughly and stay in tune with the market and what the customers really want (not what you think they want).
- ✓ Involve and thank your staff continually for identifying defects, and suggesting improvements and solutions.
- ✓ Maintain an unwavering vision of success for you, your staff and your customer, though sound and business plans and continual review.



Total Business Management

Smart Guide (v.01)

(A scaled down QMS for small businesses)

(Created by the QualityHelp Community at qualityhelp.org)

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TBM Requirements

1. Customer Focus - (a) Continuously survey for customer satisfaction (value, quality and zero-defects), (b) Regularly review customer requirements. (c) Frequently interact with, and involve the customer. (This is critically number one because a growing (or dwindling) customer base can "make or break" a small business in most situations.)

2. Total Staff Involvement - This is the 2nd most critical requirement to success with the TBM model, and far simpler to implement in small businesses (eg. < 100 employees). Make staff ownership of customer satisfaction a requirement of hiring, provide training on the company's quality practices and policies, provide periodical review (not personal rewards) of every employee's level of involvement with customer satisfaction.

3. Process Improvement - All staff are required to continuously assess all processes in the business for both (a) their effectiveness (time-effort-cost to customer value ratio), and (b) their efficiency (accuracy, thoroughness and ease of use).

Defective processes cost the company time and money, and contribute to customer dissatisfaction. Ensure staff remain vigilant for process efficiencies deteriorating over time.

4. Solid Vision and Values, Flexible Mission - Document the company's vision and value (which should be enduring and part of company brand), and frequently share them with customers and staff alike. On the other hand, continually review and revise the company's documented Mission Statement and Business Objectives. If the mission and objectives are out of date and not working, then change them.

5. Business Research and Strategy - Small businesses cannot afford to wait until a process becomes inefficient or defective, or for a lost customer (or potential customer or business opportunity). Continually review internal both internal processes, and external markets and customer needs, requirements and opportunities. Utilise market research, customer and employee surveys. Recognise when your products or services lose value, or become obsolete.

6. Continual Improvement - (a) Include Continuous Improvement in daily activities by all staff (covering the first 5 TBM requirements, as well as review of all other aspects of your business, including use of current technology, types of service / products, and customer areas). (b) Recognise when something is not working in your business, and change it.

7. Real Facts and Data - Whilst bigger businesses and organisations depend on analysing large amounts of data for internal and external quality performance of products, services, processes (and staff), as well as marketing and business opportunities, this would be cost inefficient in most small businesses.

Whatever the type and level of analysis and research is determined appropriate for the business, it is always essential to ensure it is complete, accurate and current. For a small business, decisions based on market research which were founded on inaccurate data and facts, could lead to adverse or even dire consequences for the success of the business.

8. Frequent and Effective Communication - This is required between
(a) the business (management) with staff and customers,
(b) staff and customers
(c) management and staff with colleagues and community from similar businesses, technologies, customers across the globe.

Perpetual, pervasive communication and networking, combined with the other TBM requirements is key to the success of the business and the effectiveness of the TBM model.