

SELECT BUSINESS AND TECHNOLOGY COLLAGE

*OPERATIONS MANAGEMENT INDIVIDUAL
ASSIGNMENT*

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1. What are the dimensions of quality for manufactured products?

The product qualities of manufactured products are

A. Performance: - is anything that will perform as expected by the user and as specified by the manufacturer. We can understand the performance just by asking the simple question "will the product do the intended job"? If the products do not do as buyers expect users will be disappointed and frustrated. Poor performing things get negative reviews and lose sales and reputation. The performance of a product reflects the profitability or reputation of the business.

B. Features:- Means what additional benefits will be added to the product. Some features will be present in all things.

C. Reliability:- is the ability of anything to consistently perform with in specifications. In very simple language we can understand the reliability of the product just by asking the question "how often does the product fail"? Usually reliability may be closely related to the products performance. Many brands have developed trust with customers because of their products reliability.

D. Conformance:- Means does the product meet the specification which was given by the customer or mentioned in the design? In other words we can just ask does the product meets the specifications?

E. Durability:- is related to how long will the product perform and under what conditions? Usually the durability of the product is closely related to warranty. Sometimes the products durability is mentioned in procurement contracts and specifications.

F. Serviceability: - is the ability of the product that is easy to maintain and repair. It makes sure customers are satisfied with the products and services of the organization.

G. Aesthetics:- is the look of the finished goods in simple language. It is related to products looks appearance or beauty. The aesthetic dimension is playing a major role in an organization or brands identity buildup.

H. perceived quality:- is the reality or how the customer thinks about a specific product. It is a perception or thinking about the brand.

2. What are the dimensions of quality for service?

A. Tangibility:- is the appearance of the physical facilities, equipment, personal and communication materials. In this survey on the questionnaire designed the customers respond to the questions about the physical layout and facilities that FFR offers to its customers.

B. Reliability: - is the ability to perform the promised service dependably and accurately. Reliability means that the company delivers service provision, problem resolution and pricing.

C. Responsiveness: - is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customers' requests, questions, complaints and problems. Responsiveness is communicated to customers by the length of time they have to wait for response, answers to the questions, or attention to the problems.

D. Assurance: - Means to inspire trust and confidence or can be defined as the employee's knowledge of courtesy and the ability of the firm and its employees to inspire trust and confidence.

E. Empathy: - Means to provide caring individualized attention the firm provide its customers. It is essential to provide individual attention to show to the customer that the company does best to satisfy his needs. Empathy is an additional plus that the trust and confidence of the customers and at the same time increases the loyalty.