



A Study on Impact of Export and Quality Management Practices

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ABSTRACT:

Quality management is the act of overseeing all activities and tasks that must be accomplished to maintain a desired level of excellence. This includes the determination of a quality policy, creating and implementing quality planning and assurance, and quality control and quality improvement. This study was Descriptive in nature. The Sampling technique used here is Census Method. The Sample size was taken as 114; the data were collected through questionnaire. Collaboration among stakeholders, including governments, businesses, consumers, and advocacy groups, will be essential in driving meaningful change and shaping a more sustainable and responsible future for the garment industry.

Keywords: Quality Management, TQM, Quality Planning, Quality Assurance.

Introduction

Quality is essential for a business to succeed, and there are two primary ways of managing quality – quality control and quality assurance. Quality control is the process of inspecting your products and services to ensure that industry standards and customer requirements are met. This can be done through feedback, factory inspections, and a 100% inspection system. Quality assurance involves carrying out quality checks at specific stages of the production process. This helps businesses identify faults and substandard products early on and resolves them before they go out to customers. Quality in business means satisfying the customers by providing excellent products and services. Researchers defined quality in many ways, but the essence of the definition is almost similar. Edward described that “quality is the ability to exceed the customer’s satisfaction by providing service and product.” In addition, Crosby defined that “quality is conformance to customers’ requirements.” Moreover, Juran defined quality as being ‘fitness for use. So, quality is the standard or degree of the products or services that can differentiate them from others by measurement.

Objectives of his Study

1. To analyze the demographic profile of respondents
2. To know the factors respondents for improving export

Statement of the Problem

Quality management in an organization plays vital role in customer satisfaction, increased productivity and improve organization performance. Poor quality management practice in the organization leads to customer dissatisfaction warranty costs, and potential damage to brand reputation. Thus, the garment industry faces numerous challenges in quality management, including inconsistent quality standards across different manufacturers, high defect rates, and complex supply chains. The lack of standardized quality management practices and ineffective communication between stakeholders further exacerbate these challenges in **Win Exports**

For Ex:

- Are you satisfied with ISO?
- What factors do you consider when choosing a quality inspection?

Addressing these problem statements the study focuses on **A Study on Impact of Export and Quality Management Practices Among Win Exports**

Literature Survey

A Ghobadi an, Dn Gallear, Total Quality Management in SMEs: Management science, Volume 24, Issue 1, (1996), pg.no:83-106, This study focus on Total Quality Management in SMEs. These fundamental changes are prompting the farsighted organizations to re-examine and modify their

competitive strategies. Small and medium sized enterprises (SMEs) are not exempt from these pressures. The published empirical data supports the supposition that by focusing on quality, a business can substantially increase its market share and profitability. The sample size used in this 500.

Syed Aftab Haider Rizvi, Total Quality Management Studies in Textile Industries, Aligarh Muslim University Aligarh (India) (1999). The very high-performance quality philosophy i.e. TQM that covers right from 'planning' process, on one extreme, to the 'public responsibility' on the others is getting popular in industrial as well as non-industrial sectors. In the process of developments, in the area of TQM, a number of pillars within TQM have been evolved. In today's competitive environment, quality is viewed as more than a function within operations.

T. Shankar, A Study on Challenges Faced by Garment Exporters in Tiruppur in Post Covid 19 Pandemic Period, Department of Management Studies, Periyar University, Salem (2023). This study focus on Challenges Faced by Garment Exporters in Tiruppur in Post Covid 19 Pandemic Period. The sample size used in this is 45. The results of the study experienced that most of the people benefited by COVID-19 pandemic has brought significant challenges for garment exporters in Tiruppur.

Press Trust of India PTI, Govt exempts certain exporting units from quality control orders with conditions, Indian express, 8 March (2024), Enabling provisions are made for exempting inputs imported by Advance Authorisation holders and EOUs from mandatory Quality Control Orders (QCOs),” the Directorate General of Foreign Trade (DGFT) said in a notification.

Ayon Chakraborty, Quality Management Practices in Indian SMEs, Intech open, 10 April (2019), The purpose of this chapter is to provide an insight on the status of quality management practices in small and medium-sized enterprises (SMEs) of South India. A survey-based approach was adopted to understand the established quality management practices in the SMEs. A short survey instrument was designed by reviewing the literature on quality management initiatives in SMEs. Sample of 270 manufacturing SMEs across Southern India was selected through stratified random sampling technique.

Data Analysis

Census method is used in this study as total the population of the study is 114. Data collection tool used here is Questionnaire and survey method is adopted for data collection. **TOOLS USED FOR ANALYSIS** in Simple percentage analysis and Garrett Ranking.

Analysis and Results

1. SIMPLE PERCENTAGE ANALYSIS

TO ANALYZE THE DEMOGRAPHIC PROFILE OF RESPONDENTS ON GENDER

S.NO	VARIABLES	RESPONDENTS	PERCENTAGE %
1	Male	52	45.4
2	Female	62	54.6
	TOTAL	114	100

INTERPRETATION:

From the table classification of gender 45.4% (52) respondents are female and 54.6% (62) respondents are male.

2. GARRETT RANKING

TO KNOW THE FACTORS RESPONDENTS FOR IMPROVING EXPORT

Factors	I (76)	II (61)	III (50)	IV (40)	V (25)	Total	Total score	Mean score	Rank
Performing Regular Audits	7	26	36	18	27	114	5313	46.60	5
	532	1586	1800	720	675				
Investing In Quality Control Technology	18	17	26	41	12	114	5645	49.5	4
	1368	1037	1300	1640	300				
Training Your Production Team	35	19	17	21	22	114	6059	53.14	1
	2660	1159	850	840	550				
Inspection	26	31	17	16	24	114	5957	52.25	2
	1976	1891	850	640	600				

Quality Control Standards	28	21	18	18	29	114	5754	50.47	3
	2128	1281	900	720	725				

INTERPRETATION:

It is known from Garrett's ranking table "Improving Export" that factors which are considered for analysis are in this order namely Performing Regular Audit, Investing in Quality Control Technology, Training Your Production Team, Inspection, Quality Control Standards. It is found that the Training Your Production Team is the first priority for the employees so it ranked first Inspection as second rank followed by Quality Control Standards as third rank followed by Investing in quality control technology as fourth rank followed by the Performing Regular Audit as least satisfaction of employees in the organization so it ranked as fifth.

Conclusion

In conclusion, the garment industry must continue to evolve, embracing sustainability, ethical practices, and technological advancements to ensure its long-term viability and positive contribution to society and the environment. Collaboration among stakeholders, including governments, businesses, consumers, and advocacy groups, will be essential in driving meaningful change and shaping a more sustainable and responsible future for the garment industry.

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