**SMITH MAGNY**

**UD64594BPU73651**

**COURSE NAME:**

**FUNDAMENTAL OF QUALITY**

**ATLANTIC INTERNATIONAL UNIVERSITY**

**HONOLULU, HAWAII**

**December** **– 2021**

**INTRODUCTION**

Quality in business, engineering and manufacturing has a pragmatic interpretation as the non-inferiority or the superiority of something, it is also defined as the fitness for a purpose. Quality is a perceptual, conditional and somewhere subjective attribute and can be understood differently by different people, consumers can focus on the quality of the specification of a product / service, or its comparison with competitors in the market. Producers for their shares can measure the quality of compliance or the degree to which the product / service has been produced correctly.

In addition, one can quickly wonder what relationship exists between these two (2) concepts: Quality and Public Service. As a reminder, we know that the public service refers to all positions involving the management of public affairs. From this definition, it is undoubtedly that this question of establishing from the outset the relationship or the link between the concept of quality and its relationship with the public service is not new. For the purpose of the civil service is to ensure, through civil servants, the public services. Therefore, public bodies, in their missions of managing public services, the notion of quality is inherent in the performance of their activities. We therefore understand why the professor asked us to carry out such work. In this sense, the notion of quality fundamentally translates the search for the adaptation of everything to its intended use, for example, as the public service is at the service of the public administration, through the achievement of public policies, the concept of quality plays a preponderant role? Response to which we are not going to respond, because, as part of our work, we will only produce a reflection on the concept of Quality.

**Development**

First of all, quality is a polysemous term, if not impossible because it has many interpretations. At the etymological level, the word comes from the Latin qualitas (way of being), the meaning of which evolves over time to signify, from the 17th century, the way of being judged good which indeed refers to a shared recognition, to an appreciation, to a value judgment. "Quality refers to an 'attribute proper to being' and, for things, to an attribute, a property, a characteristic. Opposed to quantity, quality is of the order of "sensitive and unmeasurable". On a human level, quality is what makes a person good, better (ability, virtue, merit). Quality “qualifies” what makes one thing more or less recommendable than another of the same kind, compared to human use or taste; greater or lesser degree of a scale of practical values. Quality is therefore defined by positive criteria.

The guarantee of quality is also provided by designations of origin, labels (more of the public type), brands (more of the private type then) certifying the high quality and excellence of the products. Organizational quality approaches aim to create a collective frame of reference in terms of values ​​and orientations and a set of standards for action, thus introducing cognitive continuity where the division of labor and the specialization of tasks build standardizations. It also constitutes an argument for evaluation and therefore invites debate. Quality is indeed constitutive of a cognitive relationship between an "object" and criteria. It is also contiguous to the notion of exemplarity, this contiguity serving as the basis for the convocation of the notion of excellence. In short, quality is the set of properties and characteristics of a product, process or service that gives it its ability to meet expressed or explicit needs.

A Garvin identifies five (5) families of approaches or conceptions of quality:

The first conception is mainly a matter of philosophy and conceives of quality as the idea of ​​excellence or perfection. Quality is both absolute and universal, but cannot be precisely defined. It is something that can only be approached through experience and perception, provided that we reflect on it. This perspective is the basis of the managerial theme of excellence and endless continuity of the quality management effort.

Quality is seen there as the set of attributes (or character or property) of a good or a service likely to be the subject of an evaluation with regard to certain criteria. This approach leads to hierarchical and technical quality management with two economic corollaries: on the one hand, greater quality can only be obtained at a higher cost and, on the other hand, quality is seen as characteristic inherent in a good more than something that can be applied to it;

The third view is that of the user who sees quality from the user's point of view. It is a singular and circumstantial conception of quality. It leads, in marketing, to a definition of quality as a combination of attributes or characteristics that bring the greatest possible satisfaction to a given consumer.

The fourth is seen from the supply side of producers and refers to the field of production management where quality is seen as compliance. To this approach can relate the notions of reliability (in the context of product design) and control (in that of manufacturing). In addition, this approach pursues a very specific goal: controlling quality costs, in particular through preventive investments. It roots the theme in the categories of the process.

The fifth design is expressed in terms of economic value and defines quality in terms of cost and price. A quality product is a product that provides a given performance for an acceptable price; beyond the work of D. A. Garvin, it is now possible to propose a sixth conception, qualified as strategic given the vagueness of the term "strategic". Quality is seen as an element that differentiates the product or service from those of competitors. Its association with cost control also makes it strategic. We will find there the tensions that operate between the founding trilogies of strategic thinking: that of the three "S" (strategy, structure, system), that of the three "Ps" (project, human potential, process), that, more modern, of the three “B” (board, business model, brands) or even the completely contemporary one of the three “Ps” (profit, planet, people).

With its various conceptions and approaches to the concept of quality, the context in which the "word" has developed has given it a fairly abundant lexical field. In the context of this work, we try to underline the main concepts.

Quality is considered in itself as the satisfaction of operational objectives. It is necessary to distinguish the external quality (satisfaction of the final objectives) from the internal quality (absence of dysfunction in the realization). Non-quality is the inadequacy / inadequacy of an activity to its objective or a defect in its conduct. The ISO standard defines non-quality as non-conformity

The level of quality reflects the level of adequacy between the level of achievement and the target objective. The measurement often relates to the level of non-quality, especially as there is a standard that defines "quality indicators"

The objective of the quality approach is to make the resolution of non-quality problems a priority, during a given period, so as to reduce their cause (s), or even eliminate them.

Quality management is the management of all elements of the process with a view to their mastery. In accordance with the meaning given by the ISO standard, it is indeed thanks to good management that you master your profession.

Quality assurance covers two concepts: a notion of systematic performance defined by obtaining the desired level of quality on a regular basis and a notion of "methods to be implemented to achieve this performance". We then have "product - service quality assurance" on the one hand and "process quality assurance" on the other. Quality assurance is therefore an external vision and it consists of ensuring the customer a delivery in accordance with the order (ISO standards mainly focus on this aspect). This is also the vision of the external auditor in his role of certification.

The final objective of building a response to the requirements of the ISO standard is to respond as exhaustively as possible in terms of operational safety, to the customer's "quality assurance" expectation. This is where the difficulty in realizing "quality assurance" comes from, which becomes specific to each area. The two logics, that of quality assurance and that of quality control, combine to optimize and secure internal operating methods and serve as the basis of accreditation logics, hence the often carried out extensively between product certification and organization certification.

The quality spirit is associated with the shared values ​​(or assumed to be so) of the organization. This is the ethical and psychological foundation of a quality policy with the aim of ensuring the support of as many people as possible for an expected level of quality that is believed to be achievable.

This "quality spirit" is similar to the implementation of a process of belief in a better world in order to allow constraints to be accepted in a more or less lasting manner. The "quality spirit" is the basis of the heteronomy which overhangs the autonomy demanded from organizational agents.

All of these expressions are defined in the ISO standard, and make it possible to define concepts relating to quality such as:

Requirement: need or expectation to be formulated, usually implied, or imposed

Class: category or rank given to different quality requirements for products, processes or systems with the same functional use

Capacity: the ability of an organization, system or process to produce a product that meets the requirements for that product

Customer satisfaction: customer perception of the level of satisfaction of their requirements

Quality management: Coordinated activities to guide and control an organization in terms of quality

Quality management system: System for establishing the quality policy and quality objectives and achieving objectives.

Quality is based on 7 management principles. They make it possible to guarantee organizations control over their manufacturing process as well as management and support functions. The 7 principles are defined by ISO:

1- Customer orientation: The objective is to consider the customer not only as a consumer but above all as a user of the products or services produced by the organization and to ensure their adequacy with the objectives of the company.

2- Leadership: The objective of this principle is to ensure that the needs of all stakeholders are taken into account in order to define and formalize a clear forward-looking vision of the organization by defining motivating objectives. It is about creating values ​​shared by all in order to replace any fears with a relationship of trust.

3- Staff involvement: This involves making all the staff of the organization understand their role and importance in the organization and setting with them motivating objectives while empowering them. In particular, it is important to regularly take stock of skills and to propose a training plan in order to develop each person in their profession. Conversely, it can be useful to offer employees a feedback to their supervisor on their management style and their working relationship.

4- Process approach: It is therefore a matter of clearly identifying, as a process, the activities necessary to achieve a result and to appoint a person in charge for each of them. The identification of activities can advantageously be carried out with the actors concerned.

5- Improvement: The idea of ​​this principle is to consider that the fact of structuring and clearly documenting the actions contributing to the objectives of the organization makes it possible to improve the effectiveness and the efficiency.

6- Evidence-based decision-making: It is therefore a matter of bringing the various processes under control, then, in a cyclical fashion, analyzing their performance, making suggestions for improvement and implementing them. This can be done in particular through a regular review with managers and with internal or external audits. It is particularly important to know how to spot improvements and to make them known to everyone.

7- Management of relations with interested parties: Relations with suppliers must therefore be designed in such a way as to reconcile easy short-term victories with more forward-looking considerations. For this, it is necessary to understand the interests of the partners, to clearly define their obligations in a contract and to regularly assess their performance. When it is correctly applied, such a principle makes it possible to improve relations with suppliers, in particular the response time and therefore the overall cost.

Today, the founding principle of quality is a state of balance between the work provided and the level of result achieved, without seeking to obtain an extreme state of absolute perfection. The implementation of quality by the company can be established from two different perspectives:

1- Product conformity control (product quality only): It consists of controlling the product at the end of the production run. The purpose of terminal checks is to remove non-conforming or defective products before release.

2- Control of the production system (quality of the process): It consists in seeking the conformity of the process according to internal requirements; this process leads to the production of a product that meets the requirements of the company and the customer. We must demonstrate that we master the formal operating procedures that explain "who does what, when and how" and that we can provide proof of the proper execution of these procedures.

The evolution of the concept of quality is marked by three periods:

1- Quality control

In this period, the supply is lower than the demand, so necessarily it is necessary to produce.

Final control of products to eliminate rejects.

Birth of the concept of quality control.

Quality control: "verification of the conformity of a product with its definition or its specifications".

2- Quality assurance

In this period, supply and demand balance out, so you have to sell.

Product controls at all stages of production.

Development of statistical techniques for control.

Quality extends to the process.

Birth of the concept of prevention and the concept of quality assurance. Quality assurance: "the set of actions necessary to give the appropriate confidence that a product or service will meet a customer's requirements".

3- Quality management

During this period, supply is greater than demand, therefore the market must be analyzed

Increase the overall performance of the company to face the competition.

Birth of the notion of improvement and of the concept of quality management.

Quality management: "the set of planning, directing and controlling activities intended to establish or maintain quality and improve production to the most economical level which takes into account user satisfaction".

Quality assurance = how to ensure quality

Quality management = how to get quality.

The quality system, or quality plan, is a document specifying the elements to ensure the implementation and effectiveness of the activities planned to obtain the required quality.

As part of a project, he represents all the organizations, activities and operating methods pre-established as necessary and implemented by a project team under the impetus and animation of quality to give the appropriate confidence in awaiting contractual results.

The quality system of a company brings together all the documents concerning what is put in place in terms of quality management.

The quality system contains documents relating to the organization, actions, procedures, and the means implemented to achieve quality.

The quality system also includes all written documents such as:

1- The quality approach

2- Certifications, standards

3- The regulations

4- Quality standards

5 The Quality Manual.

A company's quality system is written down in what is called the quality manual.

In the quality manual, we find:

a- A summary, usually written by the CEO, on the spirit of the company and its commitment to quality

b- The actions and procedures put in place to ensure the quality of products or services

c- The role of each employee in the quality process

d- The corporate charter, if there is one

e- The results of the various quality controls and quality audits carried out

f- Actions taken to resolve anomalies and errors.

It is desirable that the adoption of a quality management system is a strategic decision of the organization. The design and implementation of a quality management system take into account varying needs, specific objectives, products supplied, processes implemented, and the size of the organization's structure. This International Standard does not aim at uniformity of structures of quality management systems or of documentation. The quality management system requirements specified in this International Standard are complementary to the product requirements.

This International Standard specifies the requirements for a quality management system when an organization:

a) must demonstrate its ability to regularly supply a product that complies with customer requirements and applicable regulatory requirements,

b) aims to increase the satisfaction of its customers through the effective application of the system, including processes for continuous improvement of the system and ensuring compliance with customer requirements and applicable regulatory requirements

At the company level, the notion of quality comes from Taylorism, a movement which advocates the “best way to produce”. Businesses want to produce a quality product or service that meets consumer demand and needs.

In the PLG Consulting document, consulted online as part of this work, the company is defined as all the resources, skills and means properly managed so as to constantly correspond to its needs.

The notion of quality runs through all the cogs of a business.

It occurs at several levels:

In terms of its products or services; At the level of associated services; In terms of its communication; At the level of its production; In terms of its products or services;

Quality is essential because the product is the interface that connects the organization to its customers or to its prescribers. The gains are expressed in terms of brand image, loyalty, and in terms of the cost of handling incidents and complaints.

At the level of associated services. - Today, a product or service is no longer sold on its own, it is accompanied by associated services such as warranty, after-sales service, reimbursement, information.

At the level of its communication. - The quality of the relationship established between the company and its internal (associates, damned) and external partners (banks, investors, customers, prospects, etc.) determines the degree of trust and therefore the image of the company.

At the level of its production. - The integration of a quality approach has become a source of savings in terms of cost and time. The quality of the production system avoids rejects, errors, wasted time and missed deadlines.

Therefore, the quality of a company is its ability to meet the needs of customers (whether these needs are expressed or implied) through its organization and its services. The quality approach is a dynamic of progression which aims at greater customer satisfaction.

In this sense, the quality approach14 is a dynamic of progression which aims at greater customer satisfaction. It relates not only to the core business, i.e. intervention at home, but also to the culture and values ​​of the organization, its management and organization, its strategy and its positioning on the territory. , its human and financial resources.

It is also a process that concerns all the activities that contribute to the service offered to the client. It is long-term and makes it possible to continuously monitor the choices made, the decisions made and the activities carried out.

The contributions of the quality approach within a company are considerable, because it intervenes:

It makes it possible to satisfy its "customers", strengthens the relationship of trust, builds the loyalty of "customers" and attracts new "customers.

It reinforces the credibility of its structure in its territory, the improvement in quality is visible for "customers", the competition, the supervisory authorities, and the funders, for home help and maintenance services.

This approach is an essential lever for sustaining its structure, increasing its activity in the face of increased competition, responding to the growing demands of “customers” and of regulations.

Committing to a quality approach also generates concrete gains with regard to the organization and internal management of the structure

It aims to structure its organization and improve its daily functioning, to define the roles and functions of each person, to know their responsibilities, to improve internal communication and exchanges between team members, to be reactive in the face of unforeseen circumstances...

It makes it possible to professionalize and unite its team, arouses the motivation of its team, facilitates the sharing of objectives and reconciles quality of service and staff well-being...

It optimizes human, financial and material resources.

Finally, the process within a company is invariably broken down into four essential steps:

1- An inventory: Evaluate and analyze how it works

First of all, you have to know where you are at, which is why it is necessary to establish an inventory of the organization.

2- An action plan: Determine your priorities and improvement actions

At this stage of the process, it is essential to prioritize the problems and define the priorities and ensure the feasibility of the solutions envisaged.

A well-conducted quality approach gives rise to a sometimes significant number of problems to be dealt with which, however, do not all have the same degree of importance and cannot all be dealt with immediately. Setting priorities is one way to prevent important issues from not being treated with due attention.

3- Carry out the actions

Progress actions are implemented from the action plan by mobilizing the necessary resources, according to the stages and deadlines defined. Monitoring actions is a major point in the quality process. We must ensure that the planned actions are applied, adapted and produce the expected effects. Its improvement actions often lead to new ways of working that require a strong commitment from managers to support these changes.

4- Measure the improvements and continue the implementation

An action plan is a project with an initial state, a state to be reached, in a given time, with the means provided and according to a rigorous schedule.

Its implementation presupposes regular measurement of the achievement of objectives by relying on relevant measurement indicators, objective data, evidence provided on the actions carried out such as established statistical data, documents drawn up, use and appropriation of 'a new tool by the team.

The company therefore seeks the satisfaction of its customer and it wishes to establish a climate of trust with him by assuring him that it is developing internally the necessary capacities to offer products (services) of constant quality.

The notion of quality is not only presented within private companies, it is also encountered at the level of public administrations. Public administrations (APU) are all the organizations whose main function is the production of non-market services, the redistribution of national wealth or the regulation of the economy. Therefore, public administrations provide a public service of general interest.

Based on this principle, quality in the public service is paramount. And, public bodies have not recently discovered the nation of quality, which is embedded in their operations. For example, from the 19th century, in France, the public service represented a logic of excellence. At that time, the quality traditionally practiced in the public service corresponded to a very internal vision. It was based solely on technical criteria. So without taking into account the opinions of users. The basic idea was indeed that the State is the sole guarantor of the general interest, and therefore of the definition and respect of procedures. During the years 1980-1990, a major change occurred within some public administrations. The administration is starting to want to take management tools from the private sector. Indeed, these new tools are based, among other things, on concepts such as: clients-objectives-processes-measures etc.

Consequently, the public sector has gone from a few sporadic experiences of improving reception or setting up quality circles to mass distribution of quality approaches or quality tools.

Consequently, the notion of quality becomes essential in the reform process of public services. The word `` client '' occupies a central place with the recipients of public services. Public bodies constantly seek continuous improvement in public services. This implies that public authorities have moved from a logic of means to a logic of results. To do this, they use the measurement tools of private companies, namely the definition of criteria and indicators for the evaluation of results.

Briefly, the public authorities with the tools duly developed by private companies to implement the reforms carried out within the public administration.

At this time, according to the new principles implemented within the public administration, namely the principles of <quality approaches> the quality of a public service provision is its ability to meet the needs it is intended to meet.

On the other hand, in the case of a private market service, these needs are relatively easy to define. However, in the case of a free public service, and without competition, the task is much more complex. These services are not only intended to meet the individual expectations of their users. They are also one of the major instruments available to public authorities.

**CONCLUSION**

By way of conclusion, we have seen that quality as context is a polysemous term given its multiplicity of meanings and its different levels of perception. At first glance, the notion of quality was the prerogative of private companies, which subsequently extended its tentacles to all spheres of public administration.

Quality has therefore gone through a long period, undergoing changes as and when. We see that quality is adapted to the purpose of any organization whose function is to provide a service or produce a good. Thus, it includes the commitment to meet requirements and continuously improve the effectiveness of the quality management system. It provides a framework for establishing and reviewing quality objectives within the company and within the public administration. To conclude, the notion of quality is of considerable importance in the same way in private companies as in public spheres.

**Bibliography**

National quality charter. Personal services. Directorate-General for Enterprises (DGE)

Quality in the public service, what contributions from a work-based approach? : March 2017 "National Agency for the Improvement of Working Conditions"

Paula Marc, Quality, the different concepts of quality

www.google.com on06 / 10/2021 at 2h15

www.google.com PLG Consulting on 06/10/2021

www.google.com PLG Consulting on 06/10/2021

www.wikipedia.org on 10/06/2021

www.wikipedia.org on o6 / 10/2021

www.google. Com PLG consulting on 06/10/2021 3:14

Yvon PESQUEUX, Definition of the concept of quality, chronology and foundations of quality management.