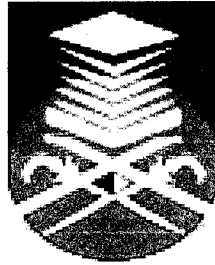


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**THE DEVELOPMENT OF QUALITY MANAGEMENT IN
MALAYSIAN SMEs CONTRACTORS**

**This dissertation is apart of the requirements in awarding Bachelor of
Building Surveying (Hons)**

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ABSTRACT

Quality management focuses on activities that managers use to ensure a quality product or service. Examples of quality management include quality assurance and quality control. Quality management seeks to eliminate "defects" in products and services and is often based on customer or client feedback. As such, it is an ongoing and often long-term process.

Originally, quality management focused on products and services and was used primarily in the manufacturing industry. Today however, it can be applied to any type of business process in any type of business, for example insurance, transportation, or retail. Six Sigma, Total Quality Management, and Kaizen are different types of quality management systems that are often used by businesses today. Another type of quality management that was popular in the 1990s was Total Quality Management (TQM), which brought a human element to quality management.

Customer satisfaction is an important part of quality management and in fact drives the process. Quality management is a way of thinking that permeates the entire corporate culture from mailroom employees to the CEO and from product development to sales. It emphasizes quality during the production process, not just for the final products. All members of the organizational "team" are expected

to work together to refine and improve business processes to produce better products and services—and retain customers.

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