



**A STUDY ON THE IMPLEMENTATION OF QUALITY PRACTICES AT
GLOBAL FACTOR SDN BHD**

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Hereby declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- The project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature :

Date: 8 JULY 2014

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ABSTRACT

The purpose of this study is to evaluate on the firm performance in terms of sales revenue of a small enterprise, Global Factor Sdn Bhd towards the implementation of quality practices. In order to determine the performance, the quality practices have been examined as the factors towards firm better performance. A survey was carried out at the company with 26 respondents. The sales revenue performance and quality practices were interpreted by using Pearson correlation significant. The results showed there are difference between the relationship of quality practice components and firm performance. The highest factor contributed to the company performance is human resource application with the level of significant 0.00. The result also shows the other quality practices customer orientation and supplier relation each significant is 0.001 and 0.046 which is has significant impact on firm performance. However, higher of quality practice does not mean the performance of company also increases. It depends on the management to create their performance either to give their worker training or given more appreciate to their supplier. To the researcher's knowledge, this is the first study conducted to examine the firm performance on the implementation of quality practices of small and medium enterprise at Kuantan, Pahang. The keyword used by researcher is Quality practices, Performance, Top Management Leadership, Customer Orientation, Human Resource Application, Supplier Relations and Process Control and Improvement.