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**“ROLE OF QUALITY CONTROL INEFFECTIVE MARKETING”**

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Abstract

Quality control is a procedure for examining the problems, work processes as well as making improvements preceding to transport of products. In the global markets, the rising competition between manufacturers and producers has guided firms in recognising the competitive benefits. However, in the previous eras, the importance has been attentive on the continuous upgrading of quality for the success of several kinds of business in present and future. Employing a universal quality assurance background will help in more effective organisation and improve the quality of statistical output in international organisations. Quality values are an essential part of the quality system. They are deliberated to support regulatory requirements of the laboratories, including monitor laboratory functions and local health regulations, thus confirming the safety of the local health regulations and reliability of performance. This chapter highlights the elements essential for effective implementation of quality control.



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## **INTRODUCTION**

The ultimate or core aim of an organisation in this world today with the level of competition is to maximise profit and the satisfaction of consumers need through quality product irrespective of competitors and this can be achieved by quality control in an organisation.

Quality is concerned with fitness or proper quality of product and it also goes with its price and delivery quality control takes this form of fitting standard quality, according to specification delivery and to schedule, the process through which the established and needed standard is commonly called "control series" this process consists of university accepted series of steps applied to problems quality to follow:

1. Choosing the control subject that is selecting what is to be regulated.
2. Selecting a standard values that is specifying the quality characteristics
3. Creating sourcing services which can measure these characteristics in terms of unit of measure
4. Interpretation the difference between actual and standard decision making and acting on the difference.

Organisation may have employees that are able and having appropriate equipment that leads to the increase in productivity yet sales falls below. Expectation the missing factors in many cases is the lack of effective quality control model in the organisation.

A manager in any organisation needs to have technical knowledge and competence about their product and best control model to be adopted and the best way of handling them effectively.

## **ABOUT COMPANY**

Company Name- NA Consultants PVT.. It., It is a manpower consulting firm where we help our clients in their personal budgeting Here we pride ourselves on new-age accountancy. We understand our clients have busy working lives. We can serve our client needs using technology and proper management. This firm offers a unique budgeting platform to their customer, which allows them to understand their monthly cost and can manage all their tax requirements and provide them with clear, precise information with innovative software and technology. We keep an eye on profitability for our client. With the help of our company's management we accomplished all the task with the customer satisfaction which result in growing business.



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## **Our Services**

NA Consultants offers B2B and B2C, Marketing services for a variety of industries.

## **Lead Generation**

Lead Generation is simply generating potential customer interest for your products and services.

## **QA (Scoring calls)**

The specific responsibilities of quality-assurance analysts in a call centre depend on the business's needs.

## **Technological Responsibilities**

High-volume call centres can't hope to monitor every single call.

Someone who's paid to provide expert recommendation or training on a specific concern: A commercial Lead Generation/QA (Scoring calls)/Technological Responsibilities, and so on.

## **OBJECTIVES**

The objective of the firm is to establish and maintain a system of quality control to provide it with reasonable assurance that

- a. the firm and its personnel comply with professional standards and applicable legal and regulatory requirements and
- b. reports issued by the firm are appropriate in the circumstances.
- c. Consultation includes discussion at the appropriate professional level with individuals within or outside the firm who have relevant specialised expertise.
- d. Consultation uses appropriate research resources, as well as the collective experience and technical expertise of the firm. Consultation helps promote quality and improves the application of professional judgment. Appropriate recognition of consultation in the firm's policies and procedures helps promote a culture in which consultation is recognised as a strength and personnel are encouraged to consult on difficult or contentious issues
- e. Effective consultation on significant technical, ethical, and other matters within the firm or, when applicable, outside the firm can be achieved when those consulted and when conclusions resulting from consultations are appropriately documented and implemented.
- f. Documentation that is sufficiently complete and detailed of consultations with other professionals that involve difficult or contentious matters contributes to an understanding of



the issue on which consultation was sought and the results of the consultation, including any decisions made, the basis for those decisions, and how they were implemented.

## **SCOPE & LIMITATIONS**

The scope of the quality management system is the boundaries of your business. It is a set of activities, products and services that make up your organisation

The scope of quality management system is a document that defines the boundaries and limitations of your quality management system. It helps to ensure that you are following best practices and

prevents you from wasting time, money and resources trying to meet requirements that have not been identified yet. A good scope will also tell you what is not included in your quality management system so that everyone knows what they can expect from it.

A well-defined scope should provide answers to all these questions:

- What does your company do? Who are its main customers? What are their needs? What kind of operations does it perform? How does this relate back to the overall purpose of the company (e.g., providing excellent customer service)?
- Why does your organisation need a QMS? Are there any regulatory issues that require compliance with specific standards/guidelines for example ISO 9000 series). Do any customers require such control systems as a condition for doing business with them (e.g., some government agencies may require contractors working on projects funded by them).

## **NEED OF THE STUDY**

THIS STUDY AIMS AT THE FOLLOWING:.

1. TO determine, identify, essence of quality control in the reader.
2. To find out the importance of quality control.
3. To find out the problems facing quality control their cause and possible solutions.
4. To identify the different techniques of quality control.
5. To determine the application and problems

## **SIGNIFICANCE**

This study is significant because it will or reveals the problems of quality control and how to solve or manage the problems.

**THE BENEFICIARIES OF THE STUDY INCLUDE:.**



1. Students of marketing, production management, management and other related fields of study
2. practicing managers at all levels of management especially quality control managers.
3. Owners of business (manufacturing) firms.

## **RESEARCH QUESTIONS**

To accomplish the purpose of this study, the following research questions will be examined.

1. What does the firm intend to achieve through quality control.?
2. How are quality standards established in Nigerian breweries, pic Enugu?
3. What are the different techniques of quality control using in the time
4. Is the current practice sufficient to ensure high quality products.?
5. What are the problems the firm encounters in the practice of quality control?
6. What is the outcome or not using quality controls

## **LITERATURE REVIEW**

According to various authors, quality improvement and management has become a subject of great importance in organisations. Quality Management focuses on the overall process of a system rather than just concentrating on results, it is the determination and implementation of the quality policy with regard to the organisation. Many organisations throughout the world have started to realise the potential it holds for them and have therefore adopted new philosophies focused on quality management rather than just being focused on the end results. Some organisations already implementing the ISO 9001 Quality Management System are wondering if it is worth maintaining and what significance does it hold for the company? Empirical studies have shown that Quality Management does indeed have a positive effect on the various business functions (Piskar&Dolinsek, 2006) and therefore calls for a deeper look. The empirical studies were undertaken through questionnaires during 2002 in Slovenia. 212 Companies that were already implementing the ISO 9001 system were asked to participate in this study. The results obtained from this study were analysed and compared by the various authors. In conclusion all the authors were in favour of the Quality Management System (Piskar&Dolinsek, 2006).

A Quality Management System guarantees that all activities regarding to quality are planned. What is a management system? It is the matter of organising elements to achieve a specific goal. A Quality Management System consists basically of an organizational structure, responsibilities, procedures, processes and resources for implementing quality management. More focus will be given on processes and procedures later on in this study. The objective of a Quality Management System is for the continuous improvement of quality in an organisation and therefore it is implied that a Quality Management System reaches all parts of an organisation, it is not just isolated to one area of the business. A good Quality Management System can provide the following benefits: greater efficiency, reduced cost, better performance, less unplanned work, fewer disputes, improved visibility, reduced risk, problems show up earlier, better quality, improved customer confidence, portable and reusable products and better control over contracted products. Currently there are two different ways to define a Quality Management System. One can either choose the home grown approach or choose from an existing model such as ISO 9000,



SEI-CMM and MB-NQA, these models can then be adapted to fit the organisation (Kelkar, 2008). Some of the advantages in having a documented Quality Management System are: it is reviewable, it can be revisited for improvement, serves as training material, serves as reference material, it enables repeatability and uniformity across instances/locations. The level of detail to which a particular practice should be documented depends on the practice itself. A quality policy forms part of a Quality Management System and is usually the main focus around which the rest of the Quality Management System is formed. Prior to certification, audits are performed on the Quality Management System to ensure that implementation is satisfactory and that it complies with the contracted requirements. Audits can be performed by first, second or third party auditors. First party audits are basically performed in house by people working for the organisation, but not on that particular project. Second party audits are performed by the customer, this way the customer can evaluate your organisation in order to see if it meets their specific requirements. This shifts the power to the customer. Third party audits are conducted by certification agencies for example if the organisation is doing the ISO 9000 certification. A Quality Management System has several uses namely: a means to communicate the vision, values, mission, policies and objectives of the organisation, a means of showing how the system has been designed, a means of showing linkages between processes, a means of showing who is responsible for what, an aid to training new people, a tool in the analysis of potential improvements and a means of demonstrating compliance with external standards and regulations.

## **SOURCE OF DATA COLLECTION**

The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analysed facts and proposed conclusions in form of recommendations.

The data has been collected from both the sources primary and secondary sources.

### **Primary Data:**

Primary data was collected through survey method by distributing questionnaires to employees.

The questionnaires were carefully designed by taking into account the parameters of my study.

**Secondary Data:** Data was collected from web sites, going through the records of the organisation, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. Or in other words we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.

## **TECHNIQUE ANALYSIS**



The analysis of the data is done as per the survey finding. The data is represented graphically in percentage. The percentage of the people opinion were analysed and expressed in the form of charts.

The data collected from both the sources is analysed and interpreted in the systematic manner with the help of statistical tool like percentages.

## **PROPOSED STRUCTURE**

A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is the overall operation pattern or framework of the project that stipulates what information is to be collected from which


Data collected during the period of internship from the following departments of the company:-

- Marketing team
- Sales departments
- Employee referrals
- Backend team
- Resources
- Contract to higher staff, direct hire staff and strategic staffing
- Other related departments

Some data collected from Wikipedia and other related websites.





## Client Reviews




**Bethan Milkins**  
2 reviews

★★★★★ 2 days ago **NEW**

Haven't been with them long enough to see any results yet but I will say that Usama is very patient, took time to explain everything to me thoroughly & answered any questions I had - great customer service, lovely staff



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**Edward Youlton**  
1 review

★★★★★ a week ago **NEW**

Nadiat has helped solve quickly and efficiently a problem that could have had many repercussions I thank you for your help and patience. ... [More](#)



 



**Hannah Bull**  
8 reviews · 1 photo

★★★★★ a month ago

It is early days BUT clear start have really put my mind at ease. Chris H. was wonderful in my 'welcome call', polite, personal yet professional, made me feel calm. Yes it's a lot to process & take in, but I was made to feel understood & valued.





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