



A study on total quality management in Coca-Cola company

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Abstract

The project entitled "A study on total quality management" was carried out in the The Coca-Cola Company. The main objective of the project is to study the level of total quality management principles implemented in the organisation and to give suggestions to improve their employee commitment towards the lean tools through the implementation of the world class manufacturing system. This study also shows the importance of world class manufacturing system to maintain and improve the quality of work life of employees.

Keywords

Quality management, employee commitment, world class manufacturing

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1. Introduction

The history of Total Quality Management (TQM) can be traced back to early 1920s, when statistical theory was first applied to product quality control. This concept was further developed in Japan in the 40s led by Americans, such as Deming, Juran and Feigenbaum. The focus widened from quality of products to quality of all issues within an organisation. Total Quality Management (TQM) is a management approach that aims for long-term success by focusing on customer satisfaction. TQM is based on the participation of all members of an organization in improving processes, products, services and the culture in which they work.

2. Review of Literature

An extensive review of literature was carried out to identify the concept of TQM from quality gurus such as Deming

(1986), Juran (Juran and Gryna, 1993), Crosby (1979), Feigenbaum (1991), and Ishikawa (1985). Their propositions are the foundation for understanding the concept of TQM.

3. Objectives

Primary objective:

To study the level of total quality management principles implemented in The Coca-Cola Company and to give suggestions to improve their employee commitment towards the lean tools.

Secondary objectives:

1. To find the degree of TQM implemented in the organization.
2. To study the level of commitment of employees toward their Lean tools.
3. To know the steps taken by the management to make employees to work in world class manufacturing (WCM) system.
4. To find out the factor influencing the commitment of employees in WCM system.

4. Research Methodology

Research methodology is a way to systematically solve the research problem as it guides how research is done scientifically. It consists of different steps that are generally adopted by the researcher to study her research problem with the logic behind them.

Research design:

Research design constitutes the blue print for the collection measurement and analysis of data. Thus research design is a conceptual framework within the research is conducted. The research had used Descriptive research method. The main purpose of the descriptive research is to describe the state of view as it exists at present. (S.N Murthy, U.Bhojanna 2004). It can be simply described as a fact finding investigation. The researcher has used convenient sampling method to collect the data from the respondent.

5. Findings

1. 39% of the respondents belong to the age group of 35-45 years.
2. Most of the respondents (32%) have studied SSLC /Diploma/ITI. The workers mostly studied diploma or higher secondary.
3. Most of the respondents (40%) have working experience between 6 to 10 years.

6. Conclusion

The study was not deviated from the previous study carried by some researcher. The research has illustrated the total quality management system of The Coca-Cola Company. The better commitment of the employees will help to improve the performance of the organization. Thus the commitment of the employees is important for the institute to earn good image among the public. Here, the researcher had analyzed the world class manufacturing (WCM) system and various lean tools and gave some of the suggestions to improve the involvement of employees to work in lean tools. Hope the company would be benefited by the findings and suggestions given by the researcher to improve the employee commitment.

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