

# Quality Management (workshop)

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# Identification of the company's problems

**Weaknesses and threats illustrate the company's current and future problems or challenges that the company must eliminate.**

What activities can be improved?

What activities should be avoided?

What are our customers complains?

# Identification of the company's problems

- Formulation of the causes of the problem based on diagram
- Formulation of the causes of the problem using questions
- Formulation of the causes of the problem by developing a problem tree

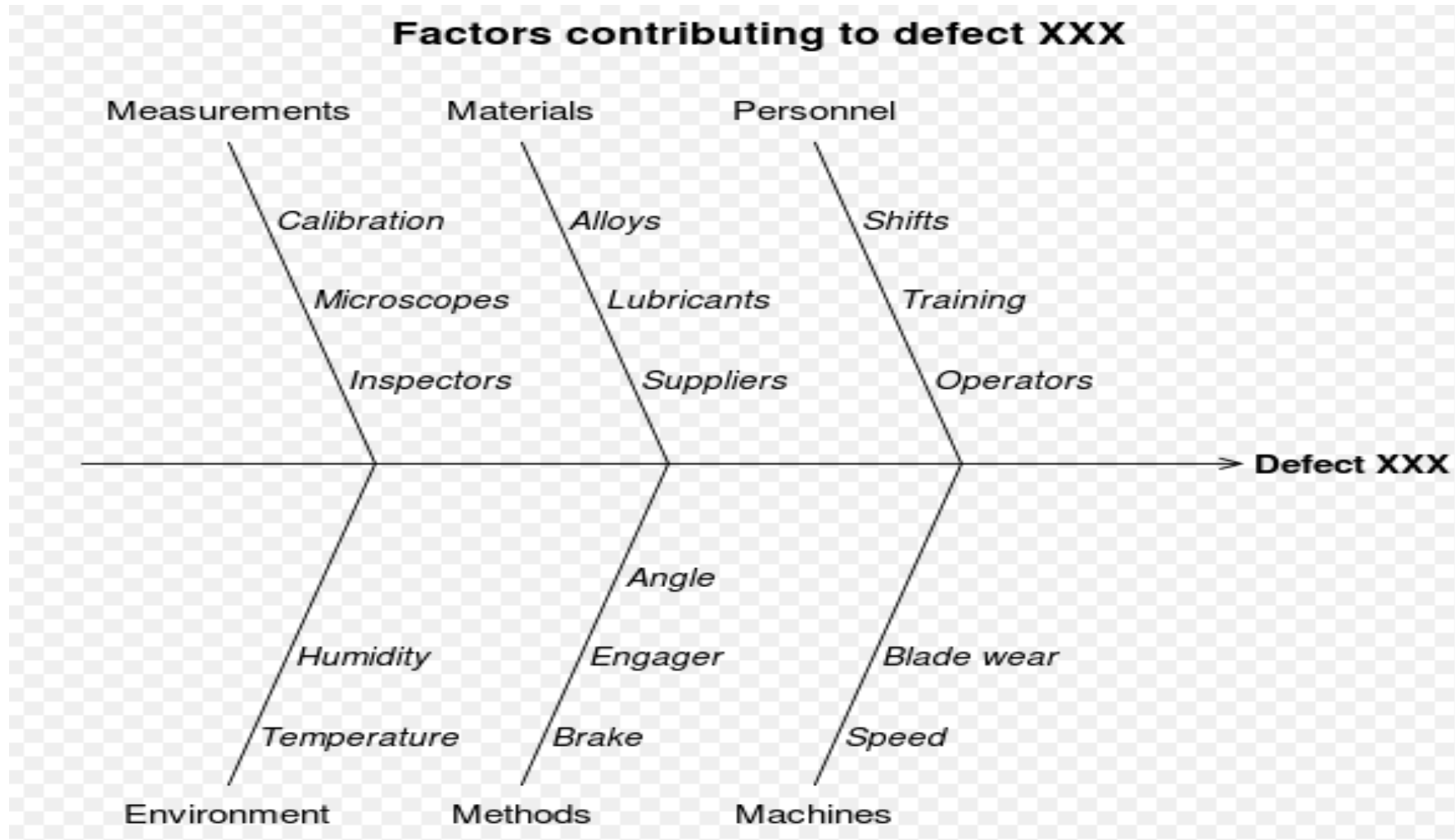
# Formulation of the problem based on diagram

"Ishikawa" or "fishbone" diagram

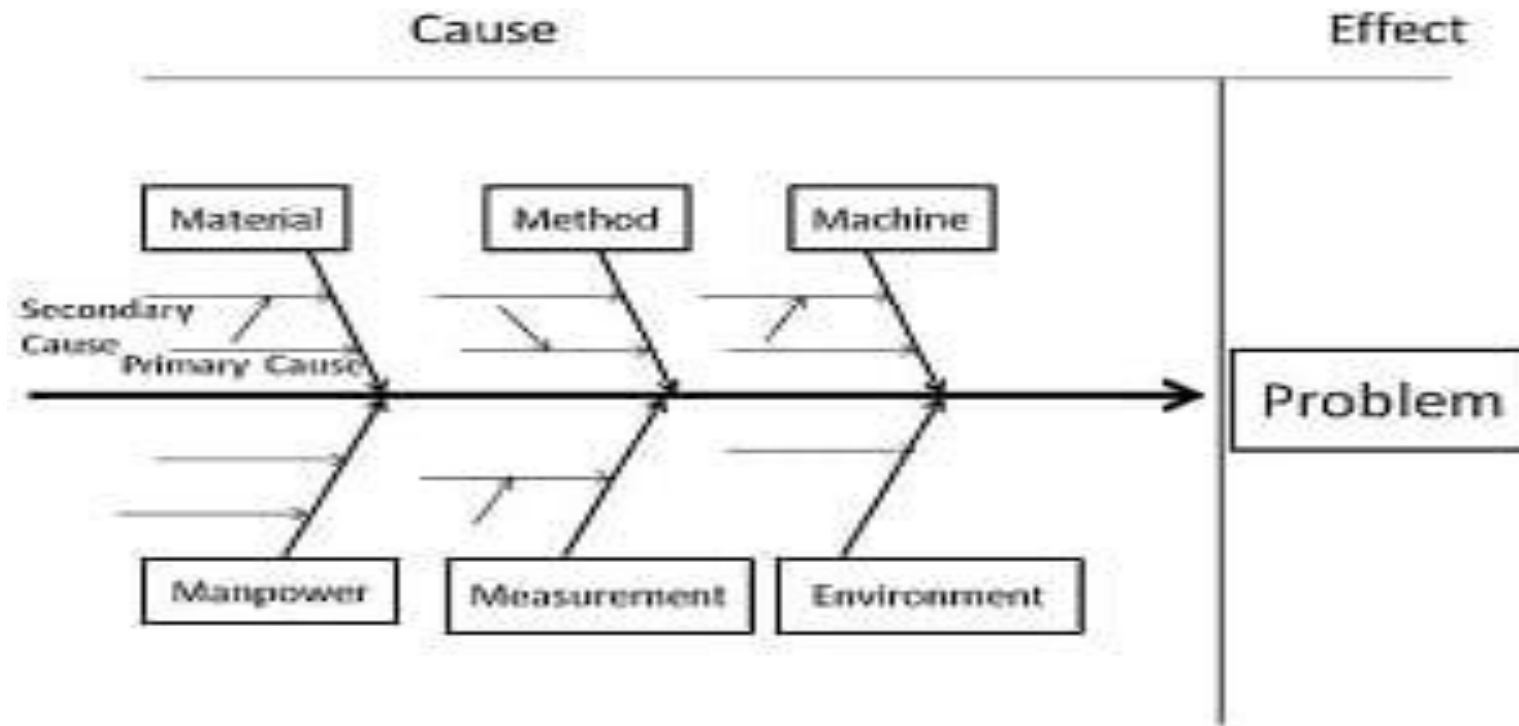


The user can see all possible causes of a result, and hopefully find the root of process imperfections.

# Formulation of the problem based on diagram



# Formulation of the problem based on diagram



# Formulation of the problem based on diagram

## **Categorization of Causes in a Fishbone Diagram:**

In the manufacturing industry:

- Machine
- Method
- Material
- Manpower
- Measurement (Inspection)
- Milieu (Mother Nature – Environment)
- Management
- Maintenance

# Formulation of the problem based on diagram

## **Categorization of Causes in a Fishbone Diagram:**

In the marketing industry:

- Product
- Price
- Place
- Promotion
- People
- Positioning
- Packaging



# Formulation of the problem based on diagram

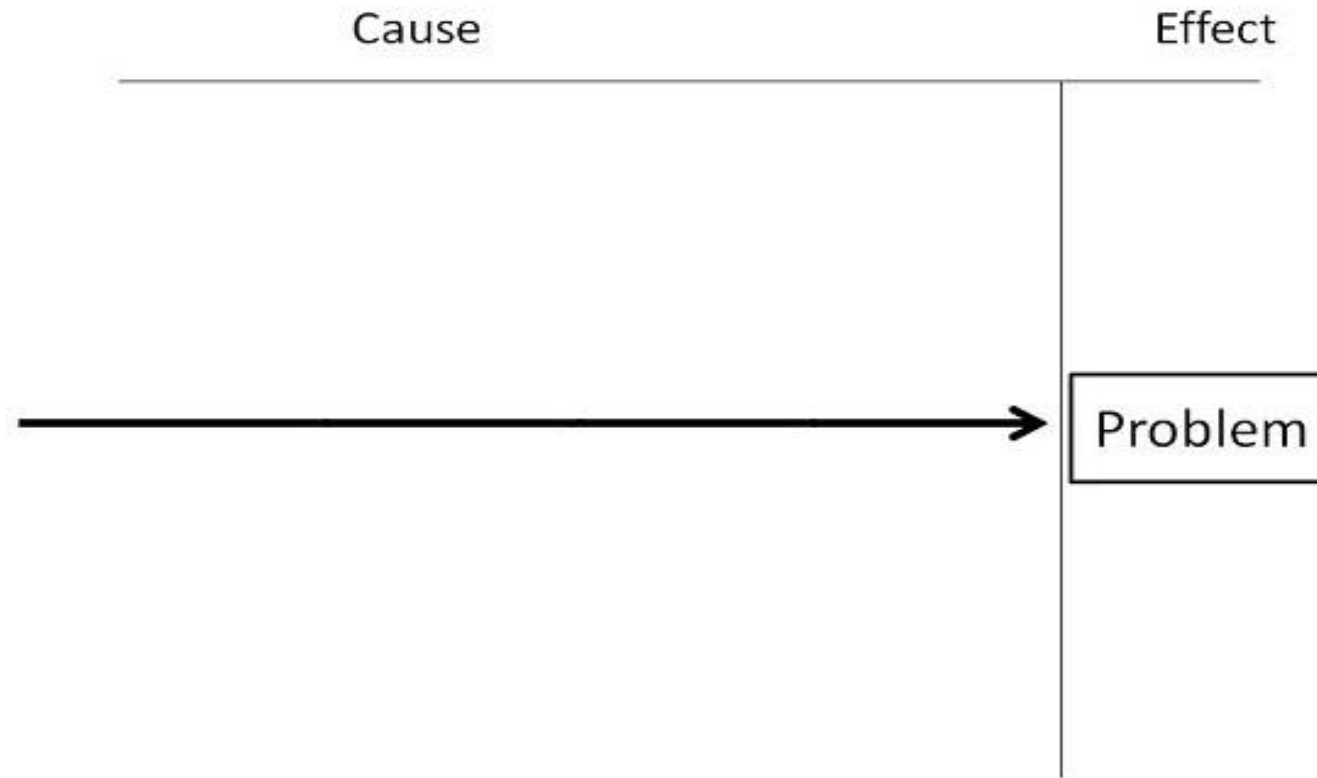
## **Categorization of Causes in a Fishbone Diagram:**

In the service industry:

- Surroundings
- Suppliers
- Systems
- Skills
- Safety

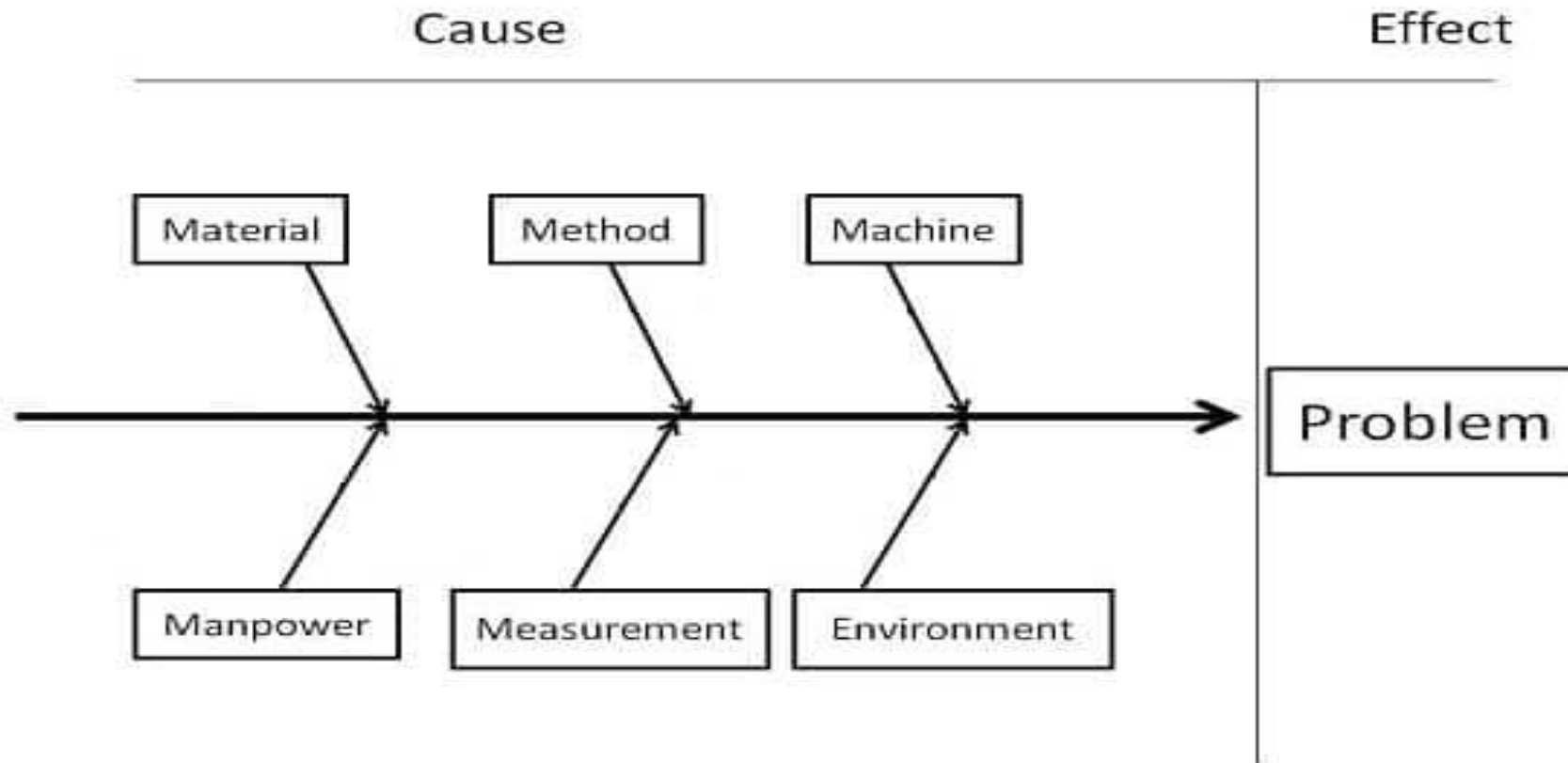
# Formulation of the problem based on diagram

How to Draw a Fishbone Diagram: 1. *Identify the Effect (Problem)*



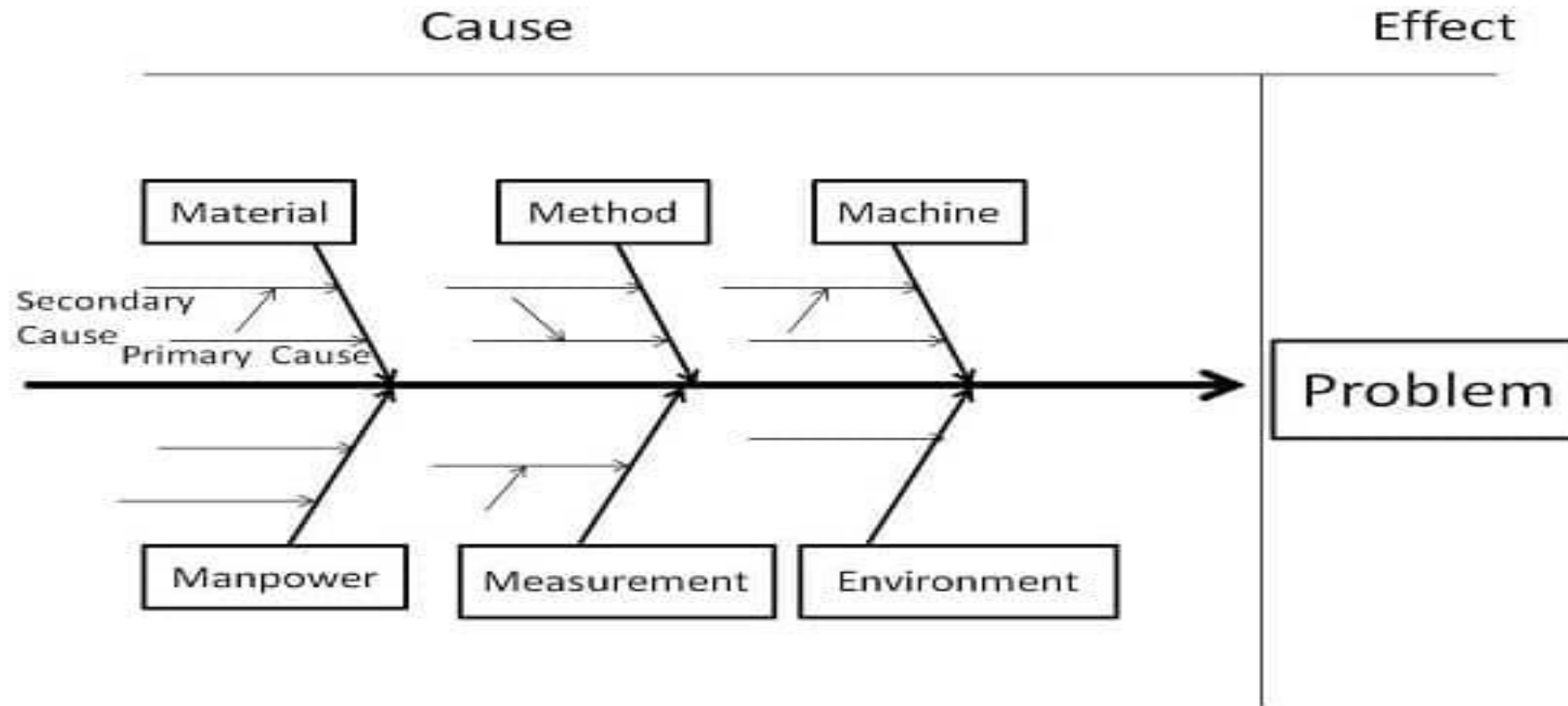
# Formulation of the problem based on diagram

## How to Draw a Fishbone Diagram: 2. *Identify and Categorize Causes*

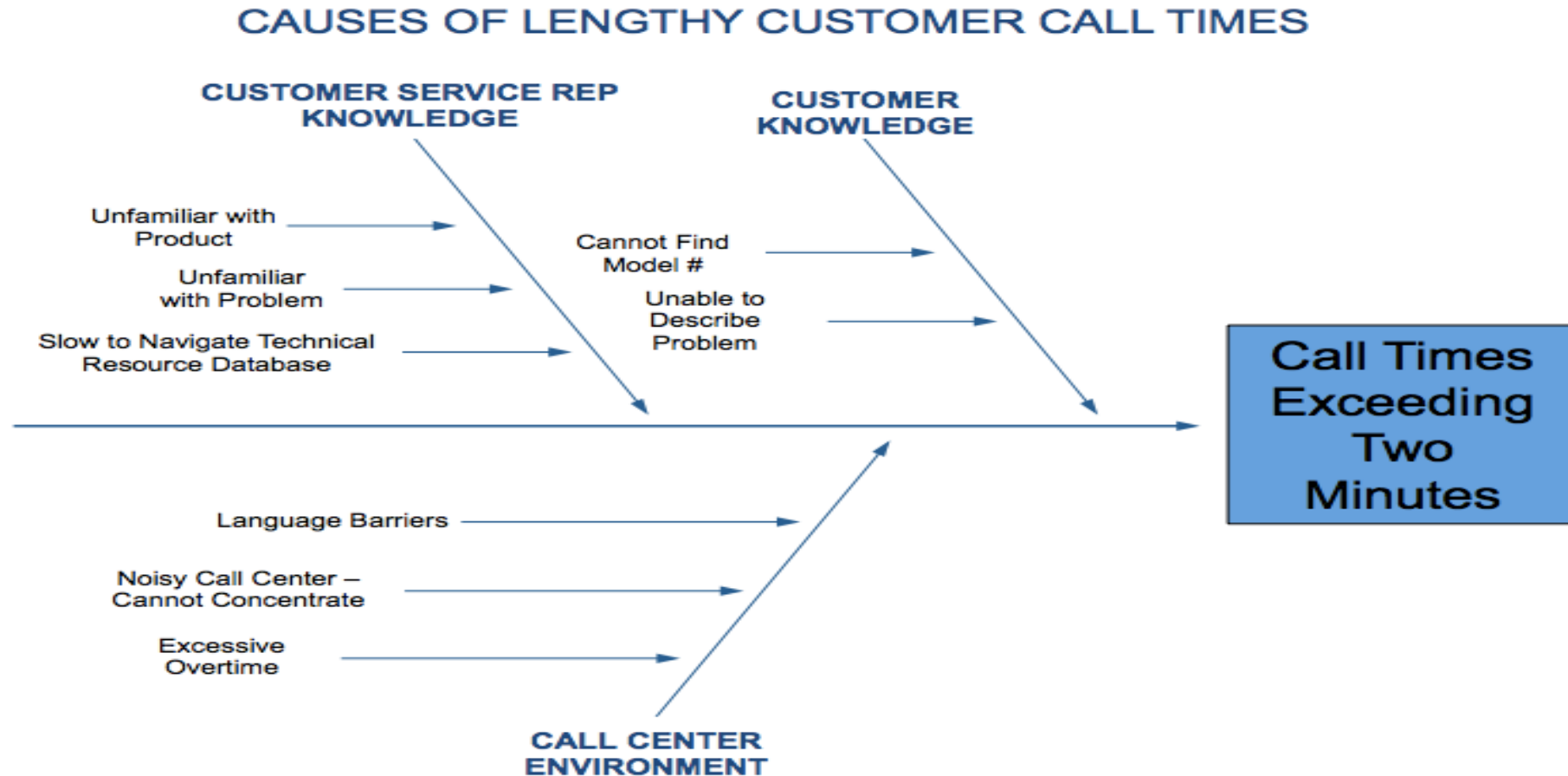


# Formulation of the problem based on diagram

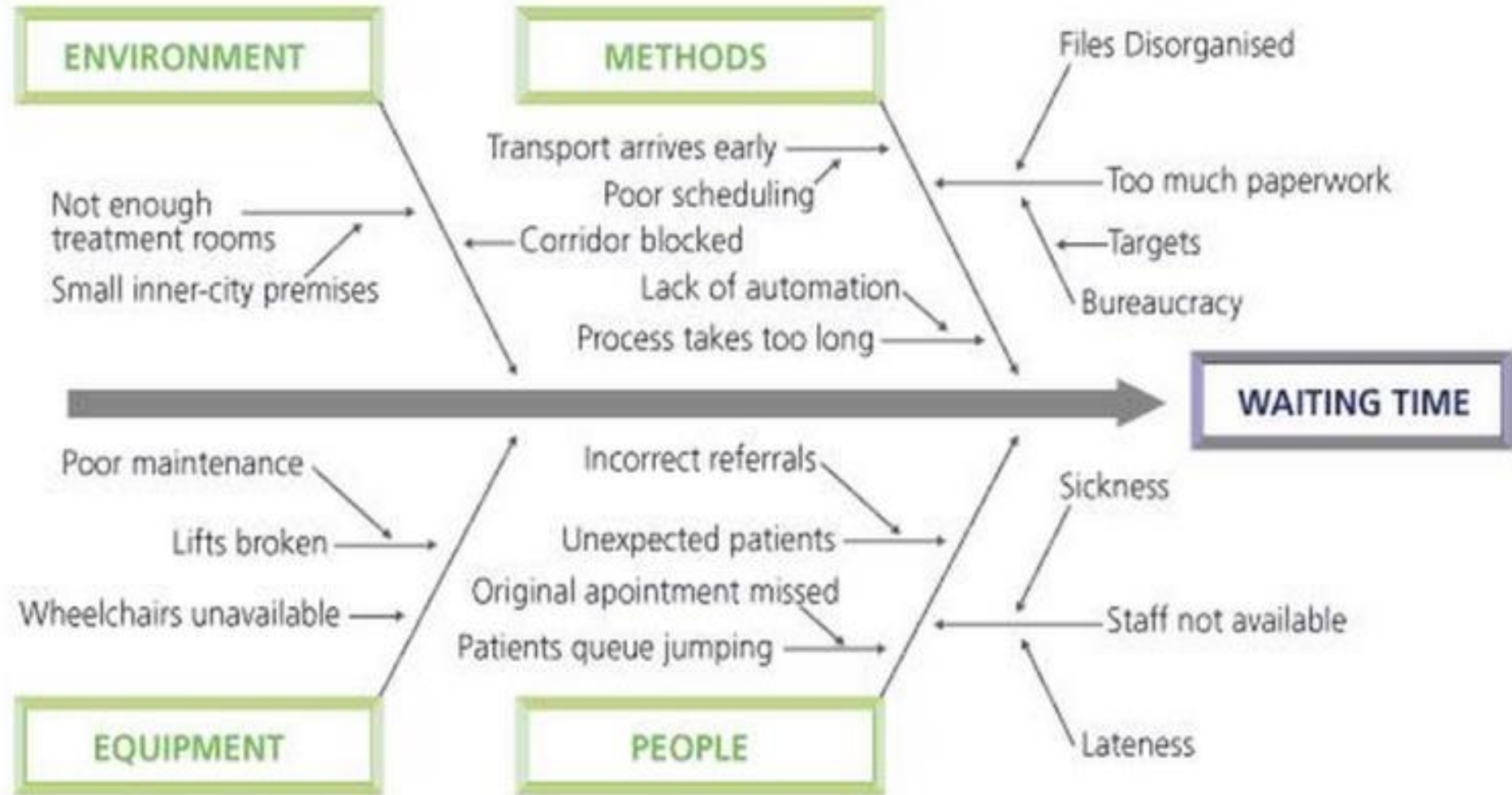
How to Draw a Fishbone Diagram: 3. *Brainstorm Possible Causes*, 4. *Analyze the Diagram*



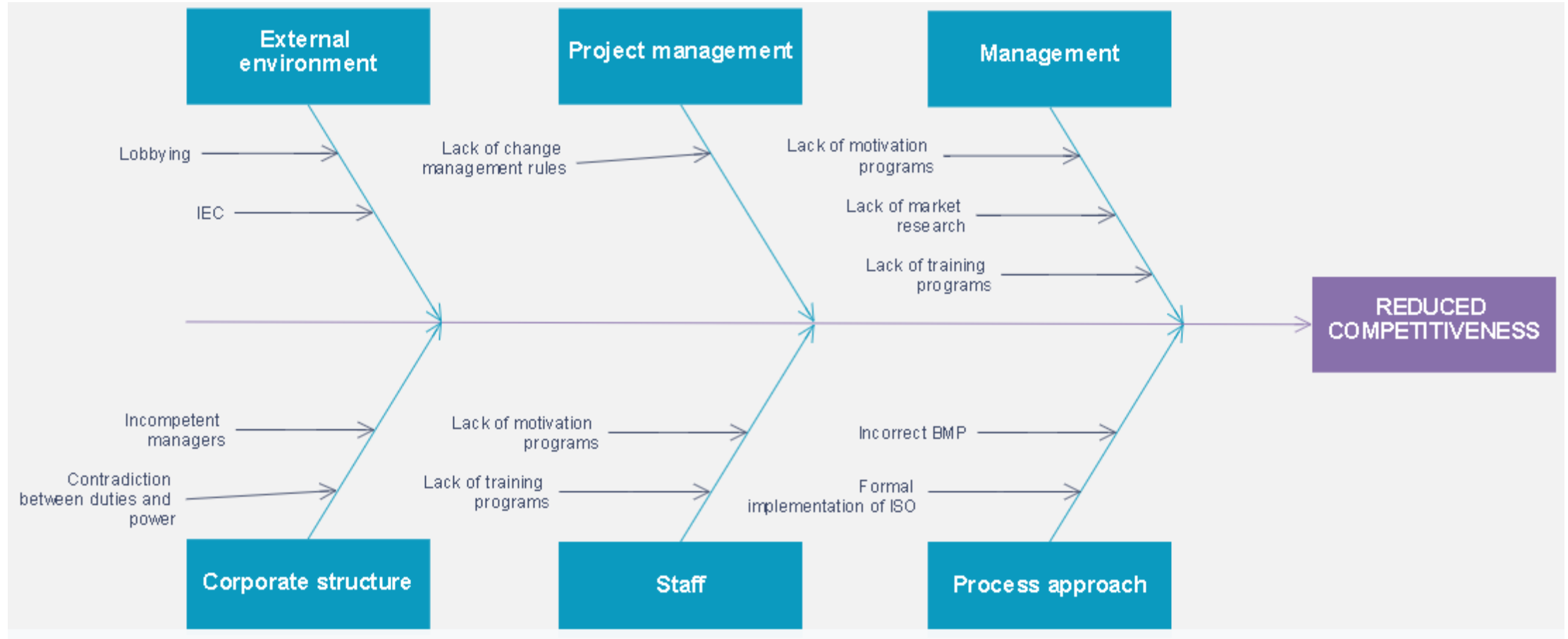
# An example Fishbone Diagram



# An example Fishbone Diagram



# An example Fishbone Diagram



# V Assignment:

- **Select one of the problems (weaknesses) of your company identified by SWOT method.**
- **Use the Ishikawa or "Fishbone" chart to analyze your problem.**
- **Present and explain the diagram.**



# Fishbone Diagram template

