

MBizM[®]

Quality Function Deployment Training



INTRODUCTION

- ◆ Quality Function Deployment (QFD) is a methodology for the development of features, attributes, or functions that give a product or service high quality. It is helpful in delivering quality products or services based on the Voice of the Customer (VOC).
- ◆ QFD is particularly useful in analyzing the data that have been collected and in facilitating the conversion of customer needs into product features, process characteristics and plans.
- ◆ In this Programme, one will learn, amongst other things:
 - Brief History & Principles of QFD
 - Understanding spoken and unspoken requirements of the VOC
 - How to translate key customer needs into product specifications
 - How to communicate these customer needs to each functional group

Duration = 1 Day

COURSE CURRICULUM / BENEFITS

MODULAR TOPICS

- History of QFD
- What is QFD
- QFD as a strategic tool
- Core model of QFD
- Capturing Voice of Customers VOC
- Drill Down Tree for QFD
- Pugh Matrix
- Affinity Diagrams
- Kano Models for QFD
- QFD Technical Evaluation
- QFD Correlation
- QFD Matrix
- QFD Pitfalls
- QFD Examples

QFD Benefits Include:

- Enhances internal and external communications
- Improves quality
- Increases customer satisfaction
- Reduces product development time by 30-50%
- Reduces the number of design changes by 30-50%
- Reduces warranty claims by 20-50%
- Improves design for production
- Allows for lower pricing because of lower development costs
- Removes bottlenecks in product development and implementation
- Identifies key areas in product development where time and effort can be focused on creating competitive advantages

Presented By:



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TRAINERS & CONSULTANTS PROFILE



Dr. Satnam Singh—Experienced LSS Deployment in Europe and India

Dr. Satnam Singh graduated from Liverpool John Moores University (UK) with a Bachelor Degree in Mechanical Engineering. He then furthered his studies at Coventry University in UK and was awarded with a Masters Degree of Science in Engineering and Manufacturing Management. Dr. Satnam then continued to study for his doctorate and was awarded with a PhD in Engineering and Manufacturing Management.

Dr. Satnam has been actively involved in the field of Continual Improvement activities since the beginning of his tertiary education. While accomplishing his Master Degree in the United Kingdom, he had been extensively trained for Lean Systems and Six Sigma whilst working as a Project Manager for a Multi National Corporation (MNC) in the UK for 14 years. During his stay with the MNC in the UK, Dr. Satnam was tasked with the responsibility of promoting and implementing Lean and Six-Sigma within the Organization and throughout Europe. Due to his extensive exposure in Lean and Six-Sigma Management Systems, he was invited by the company's European Subsidiaries to conduct in-house training, project consultations and strategic planning in the area of Six-Sigma implementation. Dr.Satnam known as a Visiting Lecturer in Infosys INDIA.



Mr. Harbans –Experienced LSS Deployment in Samsung & Asia Pacific

Mr. Harbans Singh, is a graduate of University of East London and holds a Bachelors Degree (Hons) in Information Technology majoring in Software Engineering. He is certified as a Six Sigma Black Belt trained by Juran Institute (USA & Korea) under the supervision of Samsung Electronics Asia Pacific. Mr. Harbans has gained over 12 years of working experience both in manufacturing and service industries.

Mr. Harbans has an extensive experience in performing statistical analysis by using statistical software (MINITAB) and various quality tools. Harbans is also involved in Innovating Supplier processes using QDC (Quality, Delivery & Cost) improvement and Improving Supplier Processes by utilising OEE and Lean concepts. Harbans major achievements would include the development of Six Sigma Green Belts and Six Sigma Black Belts within Samsung Electronics Asia Pacific Region. Furthermore Harbans mentored Six Sigma Yellow Belt, Green Belt and Black Belt projects that contributed to total cost savings about USD\$ 15 million during the past 6 years. Harbans also has an extensive experience in developing and conducting Six Sigma Champions Training, Black Belt, Green Belt and Yellow Belt training programs for Private Companies, major Government Linked Companies (GLCs) in Malaysia and many other Government Agencies.



Mr. Muraliraj – Expert in Lean Six Sigma, Process Improvements and Lean Enterprise Solutions

Mr. Muraliraj is a Master holder in Economics (Macroeconomic Policy Formulation) from University of Malaya, Malaysia. He is currently pursuing his PhD in Operations Management, Lean and Six Sigma.

Specialised in process mapping, optimization, cost reductions, deploying process excellence strategies, Mr. Muraliraj has been involved in process excellence projects, performance improvements, and change management in shipping, oil and gas, engineering and IT industries for more than 5 years.

His most recent success is in the initiation of Lean and Six Sigma in a Petronas in-house engineering service provision company, where he trained and coached 26 executives in 13 branches of the company in training and awareness alongside improvement opportunity identification in each branch.