

**عنوان مقاله:**

Benchmarking from QVM program in special car making

**محل انتشار:**

هشتمین کنفرانس بین المللی مهندسی صنایع (سال: 1391)

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**خلاصه مقاله:**

Special vehicles like limousine. Ambulance, handicapped automobile and others are part of auto industry. These customers want big name companies to produce these products but because of low number of production for these specific vehicles, big companies are persuaded to transfer the Production to small companies at the end selling those products under their own licenses and brands. Ford Company uses QVM which had a successful turnover. The goals of QVM program are the production of higher quality special vehicles and improved customer satisfaction. Because of that in this paper the standard of this system are used for the Iran automobile industry

**کلمات کلیدی:**

Special vehicles, QVM, Ford , Benchmarking

**لینک ثابت مقاله در پایگاه سیویلیکا:**

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