

عنوان مقاله:

APPLICATION OF QUALITY FUNCTION DEPLOYMENT (QFD) IN AVIATION INDUSTRY

محل انتشار:

نهمین کنفرانس بین المللی مدیران کیفیت و چهاردهمین کنفرانس بین المللی سازمان کیفیت آسیا و اقیانوسیه (سال: 1387)

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خلاصه مقاله:

A major problem with the traditional product development process is that customers and engineers speak different languages. Especially in products like aircraft manufacturing, which require combination of intricate and complex processes involving various functions, the voice of the customer is lost in the translation and subsequent interpretation by design or production personnel. This led to the introduction of the concept called as QUALITY FUNCTION DEPLOYMENT (QFD) first employed by Japanese Mitsubishi Shipyard. This concept outlines a method to translate the customer requirements in to the technical specifications of a product so that they can be embedded throughout the design process and also on the design of production systems. QFD benefits companies through improved communication and teamwork between all constituencies in the production process, such as between marketing and design, between design and manufacturing, and between purchasing and suppliers. Studies have revealed that the use of QFD has significantly reduced the causes of customer dissatisfaction, thereby increasing the productivity and quality levels of the product. Aviation Industry, especially the military aircraft production, operational and maintenance setups relies heavily on the fulfillment of the requirement of its customers. Many projects have failed simply because of the fact they were unable to meet the demand of the market despite producing extremely efficient and innovative products. This study analyzes the result of the application of QFD in aircraft maintenance setup. A comprehensive HOUSE OF QUALILTY MATRIX was formed keeping in view the expected and latent requirements of the potential customers.

کلمات کلیدی:

Customer, House of Quality

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