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The Relationship between Quality and Efficiency in Business Management

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ABSTRACT

Quality and efficiency are the two most important factors for the survival of an enterprise. Quality is essential, then efficiency. Only the quality in the first place, to ensure the efficiency of the implementation. You can imagine when the first step didn't happen. So in the enterprise management should always put the quality in mind, always inspire the concept of quality. Don't put efficiency in your mouth every day, because it is too snobbish and haste makes waste. So recruit some of the level of people to serve for the enterprise, and reuse it, in order to constantly achieve new things, so that the quality gradually up. And continuous contact with workers, to understand the real content of the product and equipment, so that the increasing of the product quality. In addition, the requirements of customers should be discussed quickly and communicated with the production department, so that the product quality can be improved and the cost can be reduced to seek higher prices. The purchase order decides technology which decides quality and efficiency as well. The latter determines goods quality and quantity through equipment by staffs who is capable of the equipment such as machinery design. Another is mould which could be designed too through fit size and material.

1. Introduction

For the sake of its own development, modern enterprises have stipulated the production of products of different kinds and various processes as the means. They must choose what goods to buy, where to buy and with whom to buy, and they must act to maximize that demand. This raises the question of the relationship between quality and efficiency. Which is the first and which is the second. This requires the uniformity of concepts. If efficiency is the most important factor for the benefit of the enterprise; And if in order to meet the long-term interests and customer needs should put quality in the first place^[1-2]. Only continuous development and market demand should

make the mature technology gradually commercialized and then continuously improve the vitality of the enterprise, in order to sustain the enterprise. Here, mature technology refers to the functional product needed by the market, which has a stable market share for a period of time. Therefore, in order to achieve long-term and stable growth, enterprises should maintain the ability of R&D innovation and quality improvement. Only continuous research and development of new products can provide quality with a variety of content, so that technology and quality engineers learn from each other, so that enterprise research and development and quality development at the same time, and eventually become a stable quality management. And the efficiency

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is in the quality technology to achieve the premise, for the enterprise turnover and profit maximization. Therefore, efficiency is the foundation of enterprises. Without the support of big data, it is difficult to achieve the benefits of large enterprises. Email within the enterprise can be communicated with Lotus, which is enterprise-wide software that provides information to each other in English.

2. Discussion

2.1 Concept of Quality

Quality is the guarantee of efficiency, quality is the first. Efficiency without quality is like dead wood without vitality. So in the factory emphasis on quality management, ISO9001 is the process of quality assurance in product production. If there are quality problems, conduct comprehensive and timely picketing and correction according to the procedures. The concept flow chart designed to ensure product quality is urgently needed and needs to be constantly updated. Because the products and different kinds of products should have corresponding new quality assurance system to maintain. If there is a problem with electroplating, we should know how to deal with it quickly. In Figure 1 the flow chart shows that products and quantity are controlled by quality and efficiency respectively. Meantime cost control that is given by purchase order determines technology. Technology controls quality and efficiency finally. It explains that technology is an important factor to the whole procedure, which is soul between them. Eventually they are proceeded through equipment which is developed and creative one by Engineers and technique man. Here equipment includes one machinery and another mould. Only if the two devices are satisfactory and economical can we obtain our destination for quality and efficiency in manufacturing process. Others have wage and material and warehouse & transportation for company effective operation.

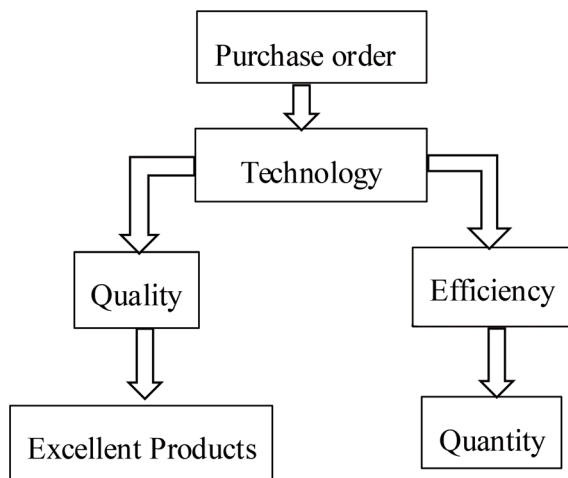


Figure 1. relationship between quality & efficiency

2.2 The Concept of Efficiency

Efficiency is the benefit of quality, efficiency for quality service. Only continuous improvement of efficiency is the motivation for enterprises to obtain continuous benefits, and quality is behind the invisible, is the continuous motivation for products to be recognized and recognized repeatedly and the purpose of enterprise research and development and customers. Of course, the continuous renewal of products creates a broader market, and it also promotes the development of quality requirements to a broader field. The R&D engineer needs to develop different kinds of new products under the condition that the quality permits, fill the market loophole, and make continuous efforts for the high quality. Haier’s R&D ability is obvious to all, it can form the same time and common innovation with customers, that is, customer demand is god. So that it can be in the forefront of product innovation. Now Haier put forward “intelligent” household appliances products, early in the future predictable R&D plans and capabilities. It is Haier’s sharp market vision and the same time for the customers of the makers to make it in an unbeaten position and has the “world’s top ten white manufacturers” honor. And bureau China’s home appliances and the world’s top three status. Also is the fine quality makes it obtains the very high reputation, creates the chain home appliance brand, forms the long-term good brand effect, firmly establishes the front row position.

2.3 Relation between Quality and Efficiency

It also attaches great importance to improving the efficiency and quantity to obtain profits, and constantly increases the research and development cost to the creative products, so that the number of different types of products, namely the cost, can be reduced to obtain benefits. So efficiency is also a source of cost reduction. When the enterprise’s efficiency is improved to a critical value, it will generate profits or even high profits, which enables the enterprise to have current assets to increase the income and bonus of employees and fixed capital to increase the equipment update and purchase as well as certain R&D expenses to maintain the vitality of the enterprise. Therefore, efficiency to a certain extent solves the urgent need of capital and medium-and-long-term capital of the company. The same is true of today’s automobile industry, where the number of cars leads to lower costs and thus higher profits. This gives the car companies a valuable source of capital to inject new energy into their research and reinvestment. This virtuous circle keeps the enterprise growing. It is the end of the enterprise if there is no source of funding, not to mention R&D and reinvestment,

and even the timely payment of employees' salaries. This vicious circle goes on for a long time and the enterprise will face huge debts and fail. So efficiency is the premise, quality is the guarantee. Just think if what sell out is the word that quality has a problem, who can buy again, the customer complains a lot, still can cause return of goods, the loss before and after will be incalculable. In the short term will cause losses such as return of goods, long term to see the reputation stained, the original customers have also quit, the enterprise will lose precious orders.

So quality is life, only to spare no effort to grasp the quality is the hard truth, is the basis of survival. So our quality engineers should put the product quality in the headlines, always thinking about it, make the product quality up. Many brands of goods have after-sales service, if you have any problems you can contact them to come over to repair, because they have maintenance offices in every big city, so it is very convenient. These are all ways to solve quality problems. Improved quality is also reflected in after-sales service. If you do not have a maintenance office in your city, you can send it to the nearest big city or even to our company. Can also replace parts, let them come in the mail. So now after-sales service is a good hot spot, convenient for us to buy goods are mainly home electronics and electrical appliances because of wear and tear and repair. Only by constantly maintaining and updating the after-sales service of products can an enterprise hear the voice of customers to solve their quality problems, and more and more make the enterprise's products to make up for the weak points so as to increase the product failure rate and more qualified products, and effectively pay attention to the quality management, to do a good job in product quality problems. If an enterprise's brand reaches a certain level, it is bound to be backed by excellent quality, zero defect rate, cost reduction can increase the product brand reputation, better serve the society.

If one or two of a brand because of its excellent function and quality and sales rate rise, it will also lead to a big increase in the reputation of the whole brand, for consumers like. In this way, the role of the brand stands out, because we know that the brand quality and quality is the best. If we buy, of course, we will go to the famous brand for selection and purchase, because we will not buy in vain, few of the fault with a few times, also did not buy because of the quality of the problem pushed back things happen. We know that you get what you pay for, and if you pay more, you get what you pay for. Brand is also a price war, the same is true. Also have the difference on the price, and variety is more convenient to buy the most suitable goods and better performance. If you don't

know the performance and quality of the product, only a high price will not be fooled. Rising prices due to its high efficiency are a major factor in the profitability of brand stores. If the equipment and personnel are not updated to ensure the improvement of efficiency and quality, it is difficult to stand out in the market, take the lead, and follow others, become a low-end copycat enterprises. This will certainly hurt incomes first; The second is not promising. As mentioned above, there is no capital available, there is no enterprise, which affects its future development. Some firms worry that after only a year of profit they are pulling back from a lower position than before, which is a problem in investing in reproduction. It does not have the guts to expand reproduction for fear of investment failure. This affects the effect of cost reduction, cause cost stagnation, adverse enterprise development. Because mass production and fine differentiation of production is conducive to the continuous development of enterprises. It's a way to keep costs down and make more profit. Large enterprises are all multi-series, large production tasks. It also proposes a 10% annual increase in sales in order to reduce costs and generate greater benefits by employing a wide range of staff. Ten years later, the profits were doubled for the enterprise. If the cumulative amount of the previous year triples after 20 years, the benefit effect quadruples after 30 years. If the expected sales amount is 15%, that is the benefit effect that has been produced for the enterprise after 10 years, if the accumulated quantity of the previous year is quadrupled after 20 years and sixfold after 30 years. The expected sales volume should not be too large as 30%, which will lead to distrust of the business and lack of confidence in the business. So the annual increase should be in line with the financial report of the year, do not rush to make contributions, but sometimes haste makes waste. If the situation is bad can also stop the increase, has passed the difficulty. If the financial annual report value is better can boldly put forward the next year's estimated amount, this also needs to be from the long-term plan and decided. If you make a good macro control in recent years or even a decade of planning. We should not be impatient or impatient to make solid progress instead of rushing forward blindly. We should stand firm in spite of the bad situation. We will tide over all difficulties and reach the day of victory. The lifeline of an enterprise is quality and efficiency is the means. Only grab the lifeline and give the means to achieve the end.

3. Conclusions

Quality is essential, then efficiency. Efficiency without quality is like dead wood without vitality. Quality is the production technology, with it can serve for efficiency.

And inefficient quality is also a difficult task, only in a few products to make a profit choice. In the current world economic integration of enterprises, the need to make a large scale, fine differentiation of production tasks. Only in this way can we keep up with the actual situation and make proper choices.

It has shown that cost controls technology level. So technology decides products and quantity. When products and quantity increases the quality and efficiency could increase as well.

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