

[DOI: 10.20472/IAC.2018.037.016](https://doi.org/10.20472/IAC.2018.037.016)

**JITENDRA SHARMA**  
INSTITUTE OF MANAGEMENT TECHNOLOGY, India

## **A NEW APPROACH IN QUALITY FUNCTION DEPLOYMENT AND IT'S APPLICATION**

### **Abstract:**

In today's world it is necessary to ensure sustainable development. Quality Function Deployment model is a dynamic model that can help to achieve this objective. Quality Function Deployment model has been widely used in the manufacturing industry and its use in the services industry is also felt these days. The literature available on the model generally presents the conceptual framework of the model. The authors have attempted to present through this paper the computations involved in reaching to the solution of the QFD model by way of a toy problem. The paper outlines computations for Goal, Raw weight and Priority scores. By knowing their values the practitioners can take judicious decisions regarding product design, quality improvement, market competition, etc.

### **Keywords:**

Quality Function Deployment, Goal, Raw weight, Priority Scores

**JEL Classification:** D29, D20