


QFD application in different countries: a comparison of an exploratory study in Brazil with other surveys

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Abstract: this paper presents a comparison of QFD application among four surveys conducted in Brazil, Japan, Sweden, in the UK, and in the USA and Japan. It aims at providing a general understanding on how QFD is being used in those countries, including which experienced difficulties and benefits are common between them. The surveys have shown that QFD users are usually large companies. Although the experienced difficulties are dependent on each country, they are usually related with the lack of resources while the main benefits are those more difficult to measure such as better communications between departments and improvement of teamwork.

Keywords: QFD, product development, quality planning, quality function deployment

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