

The implantation of QFD methodology in a small dairy company

Gisele de Magalhães, José Benício Paes Chaves, Viviane Gomes Lelis

Abstract: Quality Function Deployment (QFD) was used to assess the needs and desires of consumers of pasteurized milk processed by a small dairy company and to increase its participation in the local market. Interviews were carried out with 38 randomly selected pasteurized milk consumers and 30 owners or managers of the product retailers. Quality items revealed by this survey were used to compose a structured questionnaire, which was applied to other 337 pasteurized milk consumers and 50 product retailers in a second stage of this research, in order to assess the importance weight of each quality item. The company brand performance and that of two competitor brands, for each demanded quality item, was evaluated by sensorial analyses to compare the flavor, involving 53 consumers. It was also run an analysis of aspects related to package by 103 consumers. In several meetings with company department representatives involved in the process it was built the Quality Matrix and the Conceptual Model. This allowed defining the company's weak and strong points in comparison to competitor brands and then to establish its needed quality. The actions and the control items of the process were transmitted to process managers using the 5W1H methodology.

Keywords: pasteurized milk, consumers, quality development, QFD

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