**Quality**

**Quality Control**

* Can be implemented at short-notice
* Focus on outputs – work-in-progress and finished goods
* Achieved by sampling & checking (inspection)
* Targeted at production activities
* Emphasises required standards
* Defect products are inspected out (may be sold as seconds)
* Quality inspectors would also test materials bought in from suppliers​

**Quality Assurance**  
Quality control relies mainly on tests being carried out once a product is made. A culture of quality assurance in business relies on building quality into every stage of the production process; It is about building quality into how a product is made.

**Costs of measuring quality:**

* cost of inspection and checking (and checking outsourcing)
* cost of training staff to check quality

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**Costs of poor quality:**

* cost of recalling faulty products
* cost of replacing goods
* cost of waste
* cost of goods produced that no one wants
* cost of potential legal action

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**Why does good quality matter?**

* Customer retention
* Saves money
* Can charge higher prices

Please complete the table below:

|  |  |  |
| --- | --- | --- |
| Definition | Advantages | Disadvantages |
| Quality Control: |  |  |
| Quality Assurance: |  |  |

Analyse 2 advantages of a business having a reputation for quality. (8 marks)

One advantage is…………………………………………………………………………………………………………………………

This means that ………………………………………………………………………………………………………………………….

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This would lead to ……………………………………………………………………………………………………………………….

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Which would mean that …………………………………………………………………………………………………………………

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Another advantage is ……………………………………………………………………………………………………………………

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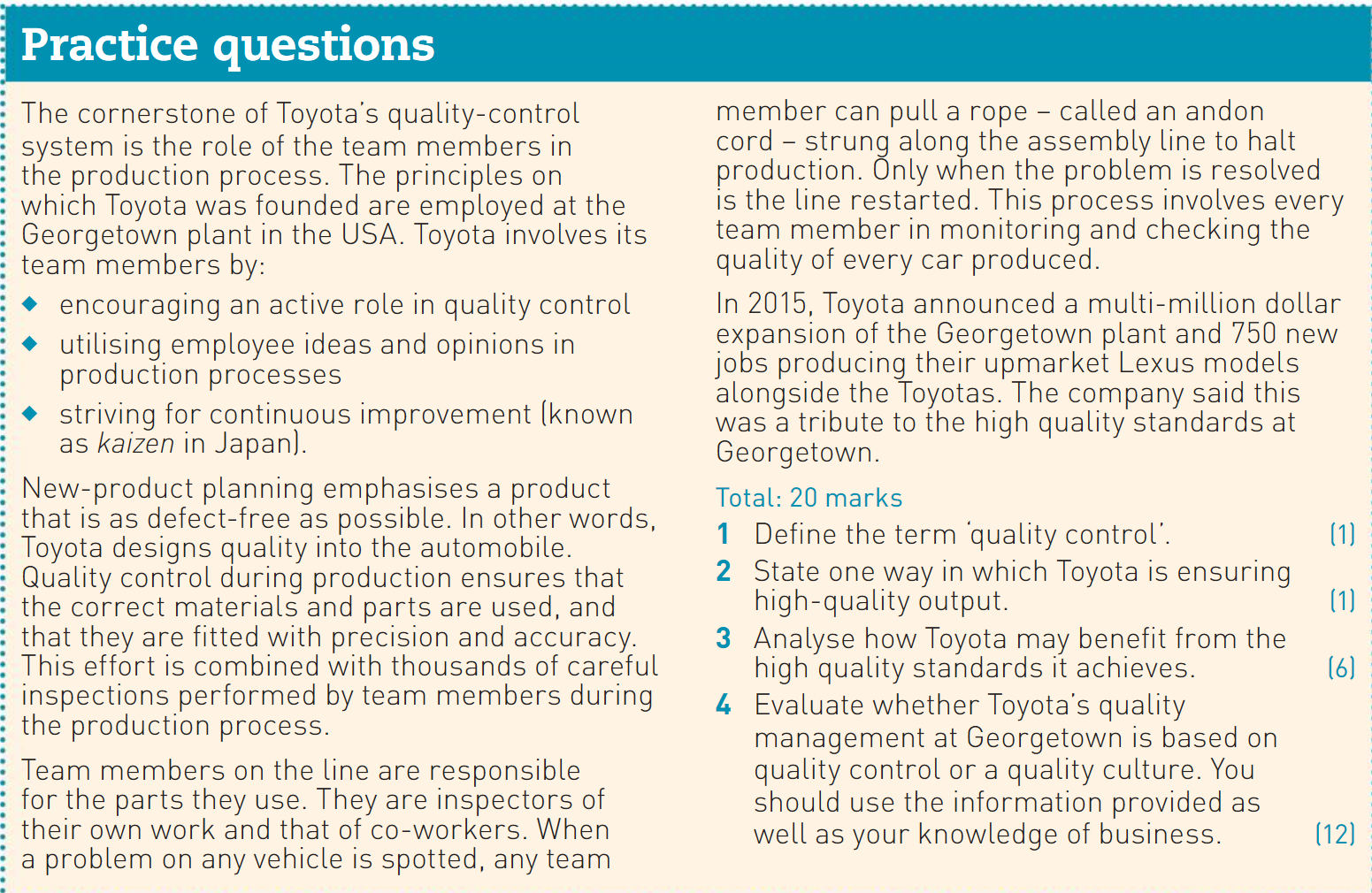
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