



Component 2

Essay Exemplar 3

Answer the question from Section B using the following pages.

7a. A method of improving quality is by benchmarking. This is where a business sets standards for the level of quality based on competitors actions. In a multi-national clothing business, staying ahead of competition is always important ~~as~~ as they want to be the strongest brand and generate the most sales. This will allow a business to do this as they will be able to work towards having higher quality than their competitors. Another way is quality control. This is where a team of people will ~~examine~~^{inspect} the clothing for any defects before sending it out to customers. This will improve quality as it ensures that no clothing to an unsatisfactory level is sent out to customers and could affect brand name.

~~Another way~~ Quality assurance is the process of prevention not inspection. It is ~~each~~^{everyones} everyone's responsibility to ensure the highest quality standard is achieved throughout the whole production. Staff think of the next person will receive the product as a customer, whether it be external or internal. This way they can assure level of quality is never lowered.

Total Quality Management (TQM) is another method used to improve quality. TQM is where everybody in the business get together to

set target for the level of quality is desired. Everybody gets a say in the target making it everyone's job to ensure the quality is reached. Also, it is the line managers responsibility to check all work by their team to check the quality of clothing is there.

7b. Improving quality has many impacts on a business's stakeholders. Customers will be impacted positively as they will be more satisfied with the end product because of the higher levels of quality. This will also mean they would be willing to pay a higher amount, generating sales.

Competitors of the business will feel more threatened by the business as they will be achieving more custom than competitors due to their increased levels of quality. Some competitors may feel disheartened as they may think they are unable to compete with such a high quality and possibly even leave the market and enter a different one. Also, competitors could begin to lose profit as customers will start going to the other business. This will have a negative

impact on competitors as they may lose that much custom that they would have to close their business.

Staff of the business may be positively impacted by the improvement of quality if they business used Quality Assurance and they was partially responsible for the outcome of the product. This may make staff feel more proud of their work and in turn increase their motivation within the workplace to continue producing goods to a high quality. Staff may ~~be~~ be rewarded for their performance which will have a positive impact on the staff as they will want to be rewarded more often.

An improvement of quality will have a positive impact on the owners of the business as due to the high levels of quality, there will be an increase in custom, resulting in an increase in sales. This will positively impacted the owners of the business as they will be making more money because their business is more successful.

Staff could also be negatively impacted by improving quality as they may be

demotivated if they put in all the hard work ~~are~~ improving the product and don't get any reward for doing it.

Overall, I think the majority of a businesses stakeholders are positively impacted by the improvement of the quality of product as they will be more satisfied and pleased with the final outcome which will generate more sales and an increase in efficiency levels as employees will be working harder.

I think the stakeholder that is the most impacted by the quality of the product is the customer as they will be getting better value for their money and are more prone to repeat purchases as they are ~~satisfied~~ extremely satisfied with the final product.