

THE QUALITY FUNCTION DEPLOYMENT METHODOLOGY FOR SME NETWORKS

Innovations and Benefits - The QFD is applied by ENEA to Business Networks for:

1. Align the interests of the network partners by encouraging a shared vision of the market / product.
2. To aim for a high level of collaboration pointing to a greater sharing of the production and commercialization strategies.

Use - The Quality Function Deployment Methodology can be applied to any Business Network / supply chain or more properly to any product / service that the Network brings to consumer markets.

As part of this activity, a tool was developed to support the application of the Quality Function Deployment (QFD) methodology, to describe and model the products examined and define the various aspects. It simplifies and guides the discussion and analysis phases that underlie the methodology, allows you to quickly have quality indicators and to calculate the evaluation indices quickly and efficiently.

All aspects of the QFD methodology, in the version we have developed, are taken into consideration. All elements are linked in order to obtain a global evaluation of the product examined and highlight strengths and weaknesses.

In particular, are systematized the data concerning:

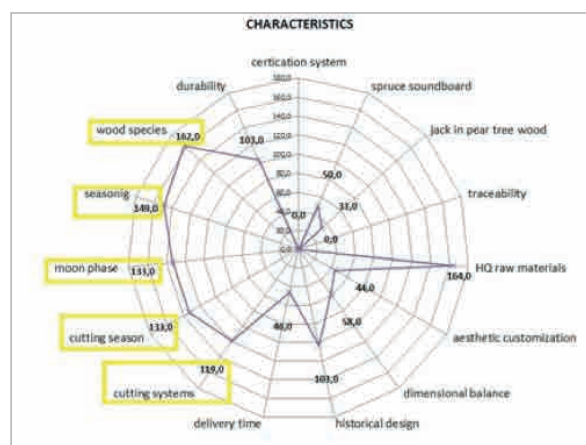
- analyzed products;
- requirements, characteristics and their priorities;
- evaluations of the product concerned and of competing products;
- price quality ratios for the products considered;
- comparisons and correlations between the characteristics of the products.

Starting from the collected data, it is possible to graphically represent and immediately highlight the first results, enhancing the work of analysis carried out.

The tool also facilitates the rereading and reconfiguration of data, which is normally done during the application of the QFD methodology.

Applications and ongoing Activities -

Order for the definition of the strategic plan for the first business network of the forest wood sector.



Analysis of the characteristics of the network product "Harpichord"

Characteristics:

The service is reliable and meets the stated objectives