Total Quality Management

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**Discuss the Takata’s airbags currently under recall using one (1) of the definitions of quality.**

If research is done on the most prevalent form of definition that is used to define the meaning of quality for any product or service, then that definition would be as follows. Quality is defined as the total combinations of features and characteristics that demonstrate its ability to be able to satisfy the given needs of its users. So any product or service whose features and characteristics fully cater to the needs and wants of its users is considered a quality product and service (Beckford, 2016). Keeping in view this definition of quality, it can be safely said that Takata did not roll out products that were of high quality. This is because the airbags they produced were supposed to save lives rather than self-destruct and take lives. So it is completely within the rights of the consumer to demand that such a product should be taken off the market as soon as possible before any more lives are lost.

**What do you think leaders of Honda, Toyota, and Chrysler could have done differently to minimize the impact of this recall?**

Primarily leaders of Honda, Toyota, and Chrysler should have done a quality control check on their biggest supplier of airbags (Mitra, 2016). This would definitely would have minimized and even removed the chances of these airbags being ever put into any cars. This would have saved lives and also saved the reputation of these big car manufacturers. Secondly, the minute they got aware of the problem with the airbags, they should have recalled every last piece of equipment that these airbags were reduced so no more senseless death would occur. But what they did do was even stone wall the authority that was supposed to be the watchdog over such matters. They should also conduct an internal review within their company to determine why such a big problem occurred in the first place. This will help them in mitigating the scores of bad press and incessant media talks and help them in minimizing the impact of such a huge recall (Automakers Should Have Caught Bad Airbags, 2019).

**References**

Automakers Should Have Caught Bad Airbags. (2019). Retrieved from <https://www.bloomberg.com/news/videos/2014-11-20/nader-automakers-shouldve-caught-bad-airbags>

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Mitra, A. (2016). *Fundamentals of quality control and improvement*. John Wiley & Sons.