



QFD APPLICATION TO THE DESIGN OF A BODY CAR

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Abstract

QFD (Quality Function Deployment) is a tool of planning that introduces the concept of quality, since the design and along all the productive and functional activities of the business, with the purpose to assure that they comply the needs of the customer. The paper presents case study of QFD application to the design of a bodywork (body car) manufactured in one car maker plant. The QFD is applied in this case to determine the priorities to be considered by the car makers in order to improve the customer satisfaction.

Keywords

Quality function deployment, body car designing