



› Driving the economic development of Queensland ‹

Control quality

One of the "buzz" words today is quality. Quality makes good business sense. Because businesses are becoming more competitive each day and products are similar and prices are comparable, customers start to demand more. When that happens, the only other area that a business can win on is quality.

Quality certainly can make the difference because people prefer products that are better, even if they have to pay slightly higher prices. Quality does not just apply to the standard of the product or service; it also applies to the work that goes into making that product or service.

Here are some of the points that indicate good quality in your product or service:

- It varies from one situation to another.
- It is about pleasing the customers – exceeding expectations - and not just satisfying the customer's basic requirements.
- Quality is consistent and doesn't vary.
- It is not enough just to satisfy the customer's needs. The business must also be able to produce high quality products or services at low cost to be profitable.

Quality therefore also suggests that the processes involved in producing are the most efficient available. If the above conditions are met then the product can be said to be of good quality.

Further information

The following fact sheets provide further information on these issues:

- Business planning
- Marketing plan

