

658.8

M31

1999

**PRODUCT QUALITY MANAGEMENT OF FUJITSU TEN
CORPORATION OF THE PHILIPPINES**

A CASE STUDY

NOEMI B. MANDAVAS

**College of Economics, Management
and Development Studies**

CAVITE STATE UNIVERSITY

Indang, Cavite

April 1999

**PRODUCT QUALITY MANAGEMENT
OF FUJITSU TEN CORPORATION
OF THE PHILIPPINES**

**A Case Study
Submitted to the Faculty of the
Cavite State University
Indang, Cavite**

**In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Management
(Major in Marketing)**



00005993

*Product quality management of Fujitsu Ten
Corporation of the Philippines
658.8 M31 1999
CS-428*

**NOEMI B. MANDANAS
April 1999**

ABSTRACT

MANDANAS, NOEMI BITUIN, “Product Quality Management of Fujitsu Ten Corporation of the Philippines”, Undergraduate Case Study, Bachelor of Science in Business Management, Major in Marketing, Cavite State University. Adviser: Mrs. Cecilia Cayao.

A case study was conducted at Fujitsu Ten Corporation of the Philippines (FTCP) in 100 Sth. Science Ave., Laguna Technopark. Don Jose, Sta. Rosa, Laguna to apply gained knowledge in business management. The study described and analyzed the product quality management aspect of the company. Likewise, the problems of the company were identified and feasible solutions were recommended thereto. Data regarding product quality management were gathered through personal interviews with the managers, production staff, employees and through reading materials and manuals of the company.

Fujitsu Ten Corp. of the Phils., (FTCP) was established in 1990. It started its commercial operation in 1991 while it was in the year 1995 when it delivered products for domestic sale. It produces car stereo, electronic fuel injection (EFI), glass break sensor (GBS) and Toyota Vehicle Security System (TVSS). Those products are supplied locally to Toyota, Mitsubishi, Honda, Isuzu and Star Motor Nissan.

FTCP has improved its quality of work and products by implementing the five S of the Japanese Management Principle, by using Suggestion Scheme System for the improvement of the company and continuous using of their General Business Process to ensure the needs of the company and its customers.

Problems encountered by the company is due to human error attributed to insufficient experience and knowledge on the part of the employees in the production line. The company has to reeducate the team members on the line of their works and provide continuous training programs to the employees to avoid these problems.

Quality system of FTCP which is one of the approaches to improve its product quality management was constructed in accordance to the requirements of ISO-9002. Today, quality of product is not defined nor determined by the producing companies but rather by customers.

Quality management of FTCP plans to acquire the QS-9000 certification towards zero defect to have an edge against the other car audio companies in the country and to be globally competitive.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vii
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
INTRODUCTION	1
Importance of the Study	3
Objectives	4
METHODOLOGY	5
Time and Place of the Study.....	5
Data Collection	5
Method of Analysis	5
Scope and Limitation of the study	6
THE FIRM	7
Historical Background	7
Organization and Management	9
Product Quality Management	13
Pre-production process.....	17
Production process.....	18
Post-production process.....	21

Major products of Fujitsu Ten.....	21
Quality system.....	22
Quality management plan.....	23
Tools and techniques.....	23
Evaluation efficiency of the quality system.....	24
Problems	30
ANALYSIS OF THE FIRM	31
Organization and Management	31
Product Quality Management.....	31
SUMMARY, CONCLUSION AND RECOMMENDATION	34
Summary	34
Conclusion	35
Recommendation	35
BIBLIOGRAPHY	37
APPENDICES	38

LIST OF FIGURES

Figure		Page
1	Location map of FTCP	8
2	FTCP's organizational structure	10
3	Two way communication through suggestions scheme	14
4	FTCP's general business process	15
5	Work instructions process flowchart	19
6	PDCA's cylce in quality circle	25
7	Comparative presentation of annual reject ratio to total annual production from 1995 to 1998.....	26
8	General procedure for machine assembly.....	28

LIST OF APPENDICES

Appendix		Page
1	5 S of the Japanese Management Principles	39
2	FTCP's Quality Policy	40
3	ECLIPSE CD Tuner Receiver	41
4	ECLIPSE First placer in five categories	43
5	ISO-9002 Requirements	44
6	Company's Policy	55
7	Suggested Evaluation Criteria of FMEA	54

PRODUCT QUALITY MANAGEMENT OF FUJITSU TEN CORPORATION OF THE PHILIPPINES ^{1/}

Noemi Bituin Mandanas

^{1/} A Case Study report presented to the Faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (BSBM) major in Marketing with Contribution No. _____. Prepared under the supervision of Mrs. Cecilia Cayao.

INTRODUCTION

Business leaders have long been seeking the “formula” for success in the global market. Quality reflects the degree to which goods or services meet the demand and requirements of the market.

One way to make sure of the product performance and quality is through customer surveys which can help managers discover designs. Product quality can be achieved by improving the techniques in product design such as Design for Manufacturability and Assembly (DFMA) and by increasing production process for both goods and services. By developing quantifiable standards of product quality and