

cost of Quality

COQ is a financial measure of the quality performance of an organisation. It is essentially a measure of lack of quality & can also be termed as cost of bad quality.

An organization's main goal is to grow & maintain high quality goods/ services. With a comprehensive understanding of the costs related to quality this goal can be achieved.

Contents

What is cost of quality

History and definitions

Why COQ?

Hard and soft costs

Appraisal cost

Prevention cost

Failure costs

Internal costs

External costs

Linkage with other techniques

Methods and tools to improve COQ

Applicability and benefits

Take Away

Participants will understand the concept & reasoning behind COQ. Participants would become more aware of need of improving COQ performance in their work area.



Objectives

Understand Cost of Quality concept

Understand ways to improve COQ performance

Who should attend?

Middle level

Senior level

What is the duration?

1 day, 2 days, 3 days, 3 ½ days

[choose duration](#)

Interaction language

English, Hindi/ English

Methodology

Multimedia Presentation

Lecture

Facilitated Discussion

Group exercise

Individual Exercise

Study material

Games

Q & A

Quiz