



Driving Competitiveness: Top Quality Management Tools

競争力を高める: 品質マネジメントツール Top 9

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ツールの名称	説明	競争力の向上 / 強化
総合的品質管理 (TQM)		製品やサービスの品質を向上させ、欠陥やムダを削減し、効率性を高めることで、顧客満足やロイヤルティを高め、市場での競争力を強化する。
シックスシグマ	統計的手法とデータ分析を用いて、プロセスの欠陥を排除するデータ駆動型のアプローチ。	プロセスの欠陥を排除し、コストを削減し、顧客満足度を向上させる。プロセスの効率性を高め、競争力を強化する。
ISO 9001	品質マネジメントシステムの国際規格。組織の品質を向上させるための枠組みを提供する。	品質と継続的改善への取り組みを実証し、組織の製品及びサービスに対する顧客の信頼を高め、ISO9001認証を必要とする契約や入札での競争上の優位性を提供する。
競合分析	競合他社の強みや弱みを分析し、自社の競争優位性を確立するための手法。	市場のギャップや競合他社が弱い分野を特定することで、組織は競合他社よりも優れた顧客ニーズを満たす製品やサービスを開発し、市場で差別化して競争優位を獲得することができる。

Market Research	The process of gathering and analysing data about target markets to understand customer needs and preferences and inform product and service development.	Helps organisations identify and understand their target market and customer needs, allowing them to develop products and services that meet those needs better than their competitors and gain a competitive advantage.
SWOT Analysis	A tool for evaluating an organisation's strengths, weaknesses, opportunities, and threats to identify areas for improvement and inform strategic planning.	Identifies areas where the organisation can improve and capitalise on its strengths and opportunities, while addressing its weaknesses and threats, leading to more effective strategic planning, better decision-making, and a stronger competitive position in the market.
Theory of Constraints (TOC)	A management philosophy that identifies and addresses constraints or bottlenecks in a production process that limit productivity and profitability.	Identifies and addresses constraints that limit productivity and profitability, improving efficiency, reducing lead times, and increasing capacity, leading to cost savings, improved quality, and a more competitive position in the market.
Hoshin Kanri	A strategic planning process that aligns an organisation's goals and objectives with its operational plans and actions.	Ensures that the organisation's goals and objectives are aligned with its operations and resources, creating a clear path for achieving those goals, and facilitating continuous improvement, leading to increased efficiency, productivity, and competitiveness.
Voice of the Customer (VoC) Analysis	A process for gathering and analysing feedback from customers to identify their needs and preferences and use that information to improve products and services.	Allows organisations to gain a better understanding of their customers' needs and preferences, develop products and services that better meet those needs, and improve customer satisfaction and loyalty, leading to a stronger competitive position in the market.