

## OPTIMUM QUALITY AS STRATEGY

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**This paper looks at the issue of quality from the cost point of view and presents an exploratory search for defining a target or optimum quality. It argues that neither customer can look for *the best* quality given their purchasing power constraints nor the suppliers can afford to provide *the best* quality given their cost and profit constraints. Therefore, the paper makes out a case for target or optimum quality that may give simultaneously value for money to customers and superior returns to suppliers. Further, the paper develops a conceptual framework required to evaluate the customer's quality perception and derive a measure of optimum quality. The basis of analysis of the paper is the author's own experience with the quality approach of companies and consumers as well as the review of relevant past literature. The importance of the study lies in providing a framework for quantifying optimum quality that can help a company to economize its cost of providing needed quality**

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## Indian Institute of Management Kozhikode

<b>Type of Document:</b> (Working Paper/Case/Teaching Note, etc.)  <b>Working Paper</b>	<b>Ref. No.:</b>  <b>IIMK/WPS/45/STR/2009/01</b>
<b>Title:</b>  <b>OPTIMUM QUALITY AS STRATEGY</b>	
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<b>Subject Areas:</b> Strategy	<b>Subject Classification Codes, if any:</b>
<b>Supporting Agencies, if any:</b>	<b>Research Grant/Project No.(s):</b>
<b>Supplementary Information, if any:</b>	<b>Date of Issue: January 2009</b>
	<b>Number of Pages: 20</b>
<b>Abstract:</b>	