

**IMPACT OF TOTAL QUALITY MANAGEMENT ON PRODUCT
QUALITY IN SRI LANKAN FERTILIZER MANUFACTURING
INDUSTRY**

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Abstract

The purpose of this research is to find out the impact of TQM on product quality in Sri Lankan fertilizer manufacturing industry. It is been argued that TQM can be used to improve the product quality in the industry. Findings in the past shows that the importance and the impact of TQM on product quality have not been studied seriously.

Quality has become a hot topic throughout the whole world. This is due to the fact that consumers are very concerned about the products they use. Consumer's knowledge on fertilizer quality has been increased in the recent years. Sri Lankan government has implemented new rules and regulations regarding the fertilizer quality. Competition in the market place has been increased due to various reasons. Quality of fertilizer will bring companies the necessary competitive advantage to perform in the market place.

Principles of TQM will provide the strategies needed by these companies to improve the fertilizer quality. Companies need to focus on these TQM principles to produce high quality fertilizer and to fulfill their customer expectations.

A set of eight (08) quality assurance managers working in large and medium scale fertilizer manufacturing companies were interviewed in finding the information. The mechanism used in finding the impact of TQM on product quality is through in-depth interviews with them. As experienced and qualified individuals, their views could be considered as a reliable source of information about the industry. Collected information through in-depth interviews were analyzed carefully to find the impact of TQM on product quality. The finding of the research is by implementing TQM the quality of the fertilizer can be improved, but lack of top management commitment has resulted in minimizing the benefits in implementing TQM.