

TITLE

**TOTAL QUALITY MANAGEMENT (TQM) AND PROFITABILITY
IN THE PAINT INDUSTRY**

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ABSTRACT

Total Quality Management (TQM) is an all embracing management phenomenon recently developed to guide production effectively. It is all about technical restructuring of all production processes to effect efficiency. It looks at all the facets of the production, marketing, finance and stores for effective productivity.

In the paint industry, especially in Enugu, the concept of TQM has not gathered enough momentum.

Infact, it is only Sharon Paints and Chemical Coy. Limited that have held a seminar on TQM. Such specialized areas as Brainstorming, Re-engineering, Management by objectives (MBO), value management as well as good Public Relations are some of the aspect of TQM discussed in this research work.

To this end, both primary and secondary data were collected. The primary one comprises: distributed questionnaires, oral interviews and direct observations made on workers and work processes. The secondary data were composed of the written views of people that were relevant to the study.

The questionnaires were drafted on multiple scale basis to give the respondents wide range of choice. The questionnaires were analysed using simple percentage formular $\frac{r}{n} \times \frac{100}{1}$

The conclusion centers on the fact that TQM is a sureway of effecting increased productivity and patronage which result to increased profitability.

In recommendation, we stated that:

- Information technology should be aligned with TQM
- Production processes, should be made to embrace innovations.
- Patronage of the products should be beefed up by brainstorming.
- Value management should be applied to every production process to optimize profits.
- Research department should be opened by each firm of the industry to cater for discoveries.
- Also, some of the key findings of the study include:
 - many paint companies in Enugu state do not know about Total Quality mangement.
 - quality deficiency in the paint industry is caused by lack of efficient productive capacity, poor managerial control and use of

substandard materials.

- quality of personnel should be improved constantly by seminars/workshops, on the job training etc. most of the companies consider it to be wasteful.
- many paint companies are not making profit and some already closed for lack of patronage. This could be attributed to low quality products.