

Product features that meet customer needs (Little Q)	Freedom from deficiencies (Big Q)
Higher quality enables companies to:	Higher quality enables companies to:
<ul style="list-style-type: none"> Increase customer satisfaction Make products saleable Meet competition Increase market share Provides sales income Secure premium prices 	<ul style="list-style-type: none"> Reduce error rates Reduce rework, waste Reduce field failures, warranty charges Reduce customer dissatisfaction Reduce inspection, test Shorten time to put new products on the market Increases yields, capacity Improve delivery performance
The major effect is on sales.	
Usually, higher quality costs more.	
	Major effect is on cost.
	Usually, higher quality Costs less.

Figure 2.1, The meaning of quality. (*Juran's Quality Handbook*)