

OL 324: Looking at Various Elements

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## Looking at Various Elements

### **I. Company Background and History**

Samsung was founded in 1938 in South Korea. The company was manufacturing vehicles, clothes, chemicals, and medical equipment. Later, in 1969, the company started manufacturing electronics (Sull, 2015). The electronic business has since been dominated by the manufacture of smartphones since 2000 and notably the Samsung Galaxy series.

### **II. Description of Quality Issue**

The product focus is Samsung Galaxy Note 7 that targets the high-end users of the smartphone market. The mobile devices were revolutionary in various aspects but were discontinued due to instant combustion issues arising from the battery design. The batteries often overheated and exploded leading to fires (Loveridge et al., 2018).

### **III. Quality Culture**

The company has since instituted some quality assurance systems at the organization. The system looks at both third-party supplies of products and the company's internal processes. The product planning and safety measure were also instituted which looks at avoiding future development of such issues by focusing on safety at the battery manufacturing phase (Jung & Ham, 2017).

### **IV. Voice of the Customer**

The customers are the central point of the products sold by the company and as such, there is a need to assure the customers of safety in the products after the incidence. The company lost several customers due to the product issue (Atashfaraz & Abadi, 2016) who opted for rival

products. The main beneficiary was Apple which has a similar product in the market with no defects.

## **V. Change Management Plan**

The change management plan looks at minimizing the impact of the change process on the organization and the stakeholders. The resulting quality issue affected the customers, organizations, and third-party manufacturers as well as other stakeholders. The company could have utilized a good change management plan for ensuring minimum impact on the stakeholders.

## **VI. Quality Theories**

The quality theory that best aligns with the issue is the use of Ishikawa's theory. The model looks at quality management as far-reaching and going beyond the product and considering the after-sales service and other operations within the organization (Liliana, 2016). This is a strategy that can be beneficial for increasing market share and customer loyalty in the long-term and as such, build the company's appeal even when faced with product issues.

## **VII. Quality Tools and Techniques**

Several tools can be applied to ensure that there is increased quality. Ishikawa's theory suggests and supports the use of histograms, Pareto charts, the cause and effect diagram, check sheets, graphs, and scatter diagrams. The tools are easy to use and as such, easily applicable to the organization.

## **VIII. Implementing Change**

The change has to be defined and then aligned to the business objectives. The impacts are then determined, and the communication strategy is set. The necessary training is then

determined, and a support structure developed. The change process is then measured and monitored to ensure that the change is aligning to intended goals.

### **IX. Resistance to Change**

Resistance to change occurs due to perceived threats by individuals and groups. This can be caused by poor communication and the development of mistrust by the initiators of the change. This resistance can be dealt with by increasing open communication and having feedback mechanisms.

### **X. Expected Outcomes**

The expected outcomes of the change process are increased awareness of quality issues and the development of an inclusive quality culture process in which the individuals are aligned to the organizational goals.

### **XI. Research**

Atashfaraz, M., & Abadi, M. H. H. S. (2016). Impact of E-Service Innovation on Brand Equality and Customer Loyalty in Samsung International Corporation. *Procedia Economics and Finance*, 36, 327-335.

Liliana, L. (2016). *A new model of Ishikawa diagram for quality assessment*. Retrieved from [https://www.researchgate.net/publication/311341507\\_A\\_new\\_model\\_of\\_Ishikawa\\_diagram\\_for\\_quality\\_assessment](https://www.researchgate.net/publication/311341507_A_new_model_of_Ishikawa_diagram_for_quality_assessment)

Loveridge, M. J., Remy, G., Kourra, N., Genieser, R., Barai, A., Lain, M. J., & Ellis, M. (2018). Looking deeper into the Galaxy (Note 7). *Batteries*, 4(1), 3.