



## Asian Productivity Organization “The APO in the News”

Name of publication: Fiji Sun (19 May 2015, Fiji)

Page: <http://fijisun.com.fj/2015/05/19/smes-urged-to-embrace-quality-systems/>

### SMEs Urged To Embrace Quality Systems



May 19 09:27  
2015

by Sheetal Prasad, NADI

0 Comments

Print This Article

Share it With Friends

the small and medium enterprises (SMEs) have been urged to embrace productivity and quality systems in order to become sustainable.

Fiji National University acting Vice Chancellor, Professor Ian Rouse, this was important in order for them to grow further and deliver excellent world-class products and services.

“SMEs are known to face a number of challenges including access to finance, competition, market access and a lack of brand recognition,” he said.

“The need for quality improvement and satisfying customers has remained important,” he said highlighting increasing demand in quality products by customers.

“Quality improvement and innovation helps produce lower costs and this leads to higher productivity.”

Professor Rouse made these comments as he opened a week-long Training of Trainers in Total Quality Management for SMEs yesterday.

The training is conducted by FNU’s National Training and Productivity Centre in collaboration with the Asian Productivity Organisation at the Hexagon Hotel in Nadi.

Up to 18 qualified participants from various member countries with interest in this project are participating in this training.

### **SME importance**

Professor Rouse said SMEs are regarded as one of the key driving forces of economic development which is critical for every country.

“They contribute greatly towards the gross domestic product and help create employment and entrepreneurship in the economy,” he said.

“SMEs provide the competitive edge to the country through high value added products and through the quality and innovations they bring about.

“In Fiji, most of the local businesses are SMEs and are mostly engaged in agriculture, fishing, retailing and tourism sectors.”

### **Training benefits**

Asian Productivity Organisation Programme officer, Muhammad Idham, hopes the training gives all participants a clear understanding of the concept.

“Total Quality Management is more than a concept, it is a philosophy by itself and it is now becoming recognised as a generic management tool,” he said.

“Total Quality Management, which has shown great success in manufacturing companies, is now being rapidly adapted to the SMEs with its customer orientation.

“Through this training, we expect all participants will develop the knowledge, skills and experience to become competent.

“It is expected, all participants, at the end of this training, will be able to conduct Total Quality Management within their countries and beyond.”

Feedback: [sheetalp@fjijisun.com.fj](mailto:sheetalp@fjijisun.com.fj)