

Model of Production and Marketing Strategies in Alignment with Business Strategy using QFD Approach

Authors : Hamed Saremi, Suzan Taghavy, Shahla Saremi

Abstract : In today's competitive world, organizations are expected to surpass the competitors and benefit from the resources and benefits. Therefore, organizations need to improve the current performance is felt more than ever that this requires to identify organizational optimal strategies, and consider all strategies simultaneously. In this study, to enhance competitive advantage and according to customer requirements, alignment between business, production and marketing strategies, House of Quality (QFD) approach has been used and zero-one linear programming model has been studied. First, the alignment between production and marketing strategies with business strategy, independent weights of these strategies is calculated. Then with using QFD approach the aligned weights of optimal strategies in each production and marketing field will be obtained and finally the aligned marketing strategies selection with the purpose of allocating budget and specialist human resource to marketing functions will be done that lead to increasing competitive advantage and benefit.

Keywords : strategy alignment, house of quality deployment, production strategy, marketing strategy, business strategy

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