

Abstract

This study was carried to identify activities which are critical for the success of TQM implementation in Jawwal Company, a questionnaire was distributed throughout all Jawwal managers to assess the awareness and level of understanding of TQM success factors in Jawwal, with a response rate of 98%.

The major purpose of the survey is to collect data on how Jawwal managers perceive the critical quality factors of successful TQM implementation. Secondly, the survey aims at creating a basis for benchmarking with other experiences to identify areas of over and under emphasis. Thirdly, to measure how Jawwal managers rank the critical factors for successful implementation of TQM initiatives.

Benchmarking the twenty two critical quality factors across the Palestinian study and the original study by Ramirez and Loney, using the result of their studies, was a useful reference to assess the level of awareness and understanding of TQM implementation in the Jawwal Company.

Moreover, the Benchmarking process revealed that the level of awareness and understanding of TQM success factors in Jawwal Company is low compared to the responses of the original study's sample, and is high compared to responses to the Palestinian study's sample.