



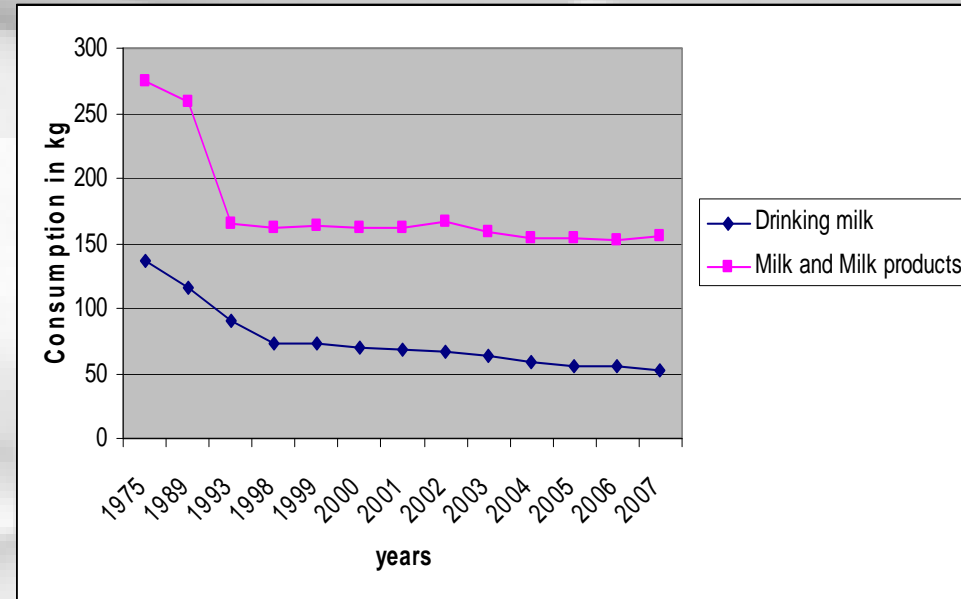
# **QUALITY FUNCTION DEPLOYMENT IN THE FOOD INDUSTRY AS A SUPPORT TO PRODUCT DEVELOPMENT**

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# Features of Slovak Dairy Market

- ✗ 103 dairy companies
- ✗ 92% of raw milk is processed by foreign owned dairies
- ✗ Decreasing tendency of milk consumption
- ✗ Continuous drop of raw cow milk price



***Development of milk and milk product consumption in 1975-2007 in the Slovak Republic (kg/person)***

## COMPARED PRODUCTS


- ✗ Danonne „Supercremo“
- ✗ Rajo /Meggle
- ✗ Agrotami



# QFD (1)

Customer requirements

Importance (1  
"low"-5 "high")



Smell	1
Consistency	4
Colour	2
Sweet taste	2
Tastefulness	5
Slices of fruit	5

# QFD (2)

## Technical parameters



Type of yoghurt culture	
Fermentantion process	
Milk quality	
Type of fruit ingredients	
Content of friut ingredients	
Fat content	
Dry matter content	
PH	
Mixing of ingredients	

# QFD (3)

“Roof of the House of quality”:

Correlation

+: positive

-: negative

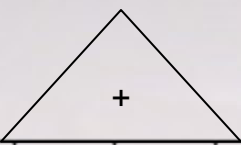
Technical parameters Customer requirements		Type of yoghurt culture	Fermentation process	Milk quality	Type of fruit ingredient	Content of fruit ingredient	Fat content	Dry matter content	PH	Mixing	Company A	Company B	Company C	Goal	Improvement	Total value
Smell	1	2	2	2	3	3	1	1	2	1	4	4	5	5	1.25	180
Consistency	4	5	5	1	3	3	5	3	1	5	4	3	2	4	1	67500
Colour	2	1	1	5	4	4	1	1	1	1	5	5	2	5	1	96
Sweet taste	2	1	1	1	2	1	1	1	1	1	5	4	2	5	1	4
Tastefulness	5	1	1	3	1	1	5	2	1	1	4	5	3	5	1.25	281.2
Slices of fruit	5	1	1	1	5	5	1	1	1	3	3	3	3	3	1	375

# QFD (4)



Technical parameters		Type of yoghurt culture	Fermentation process	Milk quality	Type of fruit ingredient	Content of fruit ingredient	Fat content	Dry matter content	PH	Mixing	Company A	Company B	Company C	Goal	Improvement	Total value
Customer requirements																
Smell	1	2	2	2	3	3	1	1	2	1	4	4	5	5	1.25	180
Consistency	4	5	5	1	3	3	5	3	1	5	4	3	2	4	1	67500
Colour	2	1	1	5	4	4	1	1	1	1	5	5	2	5	1	96
Sweet taste	2	1	1	1	2	1	1	1	1	1	5	4	2	5	1	4
Tastefulness	5	1	1	3	1	1	5	2	1	1	4	5	3	5	1.25	281.2
Slices of fruit	5	1	1	1	5	5	1	1	1	3	3	3	3	3	1	375
Technical priorities		10	10	18	360	180	25	9	2	15						
Technological benchmarking		A	5	4	5	3	15	8.5	20	4.6	5					
		B	5	4	5	3	15	8	22	4.6	5					
		C	5	3	5	2	15	8	22	4.6	3					
Goal			5	5	5	4	16	8.5	22	4.6	5					

# QFD (5)



Technical requirements												Planning matrix					
		Importance for customer	Type of yoghurt culture	Fermentation process	Milk quality	Type of fruit ingredients	Content of fruit ingredients	Fat content	Dry matter content	PH	Mixing of ingredients	Company A	Company B	Company C	Plan	Improvement	Value
Smell	1	2	2	2	3	3	1	1	2	1	4	4	3	5	1.25	180	
Consistency	4	5	5	1	3	3	5	3	1	5	4	3	2	4	1	67500	
Colour	2	1	1	5	4	4	1	1	1	1	5	5	2	5	1	96	
Sweet taste	2	1	1	1	2	1	1	1	1	1	5	4	2	5	1	4	
Tastefulness	5	1	1	3	1	1	5	2	1	1	4	5	3	5	1.25	281.2	
Slices of fruit	5	1	1	1	5	5	1	1	1	3	3	3	3	3	1	375	
Technological priorities		10	10	18	360	180	25	9	2	15							
Technical benchmarking	Company A	5	4	5	3	15	8.5	20	4.6	5							
	Company B	5	4	5	3	15	8	22	4.6	5							
	Company C	5	3	5	2	15	8	22	4.6	3							
Goal		5	5	5	4	16	8.5	22	4.6	5							



**Thank you for your attention**

