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Abstract
Quality is the most direct method to obtain competitive advantage. The quality assured by consumers can strengthen the competitive advantage of high technology industry of our country. This study applied the technologies of factor analysis method and QFD to find out customer needs for LCD monitor, along with entropy method and fuzzy integral to assist domestic LCD manufacturer finding out the improvement priorities in manufacturing process.
First, this study used factor analysis method to determine the customer needs, followed by using entropy method to obtain the weights of customer needs, and finally applying fuzzy integral to reduce the expert’s subjective ratings in QFD technology. The results of this study can construct a reasonable quality improvement model for the LCD manufacturer and can find out the first improvement priorities for both customer needs and LCD manufacturing process. The results of this study can also provide appropriate competitive strategy for domestic LCD manufacturers.
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