Imagine the council is running a training course for the public. This training course is to raise awareness about personal safety. Who are the customers? Who are the suppliers?

- **Stationary**
  - (e.g. white board markers, duster)
- **IT equipment**
  - (e.g. projector, PC)
- **Police Dept.**
  - (e.g. Trainers)
- **Water Board**
- **Electricity Board**
- **Furniture Manufacturers**

**Customers**

**Suppliers**

**Council**
Topics

1. Who is a “Customer”? Who is a “Supplier”?
2. Customer Supplier Chains
3. Quality Improvement
4. Identifying with “Customer Defined Quality”
5. Customer Satisfaction Process
Customer Defined Quality

Take Actions
Check the validity of your conclusions
Analyze the results
Gather the information
Plan how to gather information
Speculate Results

Figure: How to identify External Customer Needs
Customer Defined Quality

Figure: How to identify Internal Customer Needs

- Operational Teams
- Quality Circles
- Self-Managed Teams
- Quality Improvement Teams

COMMUNICATION