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## **FMEA PROCESU SPRZEDAŻY - NARZĘDZIA ZARZĄDZANIA JAKOŚCIĄ W ZARZĄDZANIU USŁUGAMI**

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## **SALES FMEA - QUALITY MANAGEMENT TOOLS IN PROJECT MANAGEMENT**

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Słowa kluczowe: FMEA, zarządzanie jakością, zarządzanie projektami,

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FMEA (Failure mode and effects analysis) is one of most popular tools in quality management process. It is used mostly in automotive companies to solve problems that might appear during production process. The aim of FMEA is to analyse entire process, product or design to identify whole range of possible troubles, threats and potentially dangerous situations. Analyse allows EHS (Environment, health and safety) Managers to point out the most dangerous elements of process / product, which provides higher safety standards in companies and makes it easier to avoid minor occurrence. Additionally, the final product is also more safe for the final user because of the precise risks and dangers analyse.

Sales process is known mostly as a part of B2C sales. In this case, Business sells its products to Customers (or final users). On the other hand, there is also Business to Business sales process, that allows Companies to exchange goods and services. B2B process takes more time and often includes negotiations. The deals are usually negotiated and parties involve legal counsels. That is why B2B is more complicated than B2C and also is the reason why it is highly recommended to perform FMEA analyse. The potential fallouts are more expensive and time consuming than a few hours or days spend on research and prevention.

FMEA is an effective way to recognise potential failures, dangers and other problems. Step-by-step process makes it possible for the analyse to be performed by grey collar workers supported by blue collar workers. FMEA won plaudits form industrial users. Broad area of application, root causes analyse and easy implementation gives the opportunity to introduce FMEA into services.