

Abstract

The present study aimed at identifying the range of effectiveness of some total quality management independent variables in providing competitiveness in Palestinian plastic industry as a dependent variable. It also aims at identifying the most important problems and obstacles facing the plastic industry producers in Palestine.

In order to achieve its objectives, the present study attempted to test the following hypotheses:

1. There is a statistically significant relationship between meeting the needs of customers, administration commitment to quality, improving products, efficiency of administrative systems, operational procedures and providing competitiveness to Palestinian plastic factories.
2. There is a statistically significant difference at the level (0.05) between the dimensions of total quality and the competitiveness to Palestinian plastic factories due to the variance of location, the variance of capital of the factory and the variance of the number of employees.

In order to test the hypotheses of the present study, three questionnaires were designed. Those are: a questionnaire for plastic industry producers, a questionnaire for plastic products distributors and a questionnaire for retailers. The sample of this study consists of three groups; 58 plastic industry producers, 58 plastic products distributors and 166 retailers.

The researcher depended on a number of primary and secondary resources to collect the data of the present study. A group of statistical methods were used to analyse the data collected for the study using SPSS.

After the statistical treatment of the data, the present study reached a number of findings; the most important among which are:

1. There is a statistically significant relationship between meeting the needs of customers, senior administration commitment to quality, improving products, efficiency administrative systems, operational procedures, marketing policies and providing competitiveness to Palestinian plastic factories.

2. There is no statistically significant difference at the level 0.05 between total meeting the needs of customers, efficiency of administrative quality dimensions of systems, marketing policies and competitiveness of Palestinian plastic factories due to the variance of the location, i.e Gaza Strip and the West Bank.
3. There is a statistically significant difference between total quality dimensions of senior administration commitment to quality and product improvement and competitiveness of Palestinian plastic factories due to the variance of the location, i.e Gaza Strip and the West Bank.
4. There is no statistically significant difference at the level 0.05 between total quality dimensions and competitiveness of Palestinian plastic factories due to the variance of capital.
5. There is statistically significant difference at the level 0.05 between total quality dimensions and competitiveness of Palestinian plastic factories due to the number of employees.

The present study recommends the following:

1. Reinforcing confidence between the administration of Palestinian plastic factories and their employees and to let the latter participate in formulating strategic plans and implementing the objectives. Factories should also compare their products to those of other competitors.
2. The post of quality should be made as one of the integral administrative posts in the factory.
3. Palestinian plastic factories should have a clear regular maintenance system for machinery and equipment as well as regular check and recheck for testing and controlling the quality of their products.
4. Reinforcing the importance of consultation and exchange of opinions between the factory administration and distributors.
5. Taking in consideration the lowest price, the best quality, product good reputation, product variety, methods of designing and displaying products when presented to consumer.