

Kano' s Model and Decision Making Trial and Evaluation Laboratory Applied  
to Order Winners and Qualifiers Improvement~ A Study of the Computer  
Industry

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Abstract

This study puts forward a new decision analysis method that exploits Kano' s model to know the quality attributes and nonlinear effects of order winners and qualifiers. The proposed method adopts a decision making trial and evaluation laboratory(DEMATEL)to identify the causality of order winners and qualifiers and the extent to which they interact. This method can know who the core order winners and qualifiers are. Based on a specific industrial computer manufacturer in Taiwan, this study looks into the quality attributers and cqusation of order winners and qualifiers using the kano questionnaire survey analysis and Delphi method. This study case show the kano' s model and DEMATEL together can accurately assess the quality attributes of order=winners and qualifies. The proposed method helps managers solve complicated problems by showing the causality. In a word, this new model can effectively and correctly provide information for making marketig and manufacturing strategies.

Keyword : Decision making trial and evaluation laboratory, Kano' s model, order-winnersand qualifiers