**Quality 1**

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| QualityQuality managementQuality assuranceTop-quality productPoor quality Qualitative |  |
| DurabilityDurable product | Endurability endurable |
| Environmentally friendly productEnvironmental friendliness | Ecological  |
| (good) value for money | Worth the money you pay for it |
| Survivesurvival |  |
| Rely on sthUn/reliable productreliability | A reliable product is one that will not break down and will last you long |
| Superficial quality | Quality that is does not go below the surface |
| Close a gap between the best players in the industry/ the champions and us | Reduce or eliminate a difference between the two |
| Do sth for its own sakeQuality for quality’s sake | There is no other, deeper reason for what you do |
| Performance problems |  |
| enchanting | charming |
| A craze | Short-lived fashion |
| A fad | Short-lived fashion |
| The number of defects has shrunk from 100 to 10 per 1m unitsShrink, shrank, shrunkshrinking | To shrink is to decrease, to become smaller |
| Number one priorityTop priorityPrioritise things | That which is at the top of one’s ranking |
| Manufacture sth ManufacturerA manufacture |  |
| Stream of innovations, Stream of money | a large number of these |
| Compete on sth, e.g. price, qualityCompetition (uncountable noun)CompetitorCompetitive industry, price, market |  |
| Just-in-time industry/deliveryJIT | Pull' (demand) driven inventory system in which materials, parts, sub-assemblies, and support items are delivered just when needed and neither sooner nor later in order to reduce costs to the minimum. |
| EnterpriseEntrepreneurEntrepreneurshipEntrepreneurial  | company |
| Have/enjoy a competitive advantage/edge over rivals | Be stronger than your rivals |
| Fall into a trap | Become a victim of sth unexpected |
| Fake sth, e.g. commitment | Pretend to have/do sth |
| Adopt a quality schemeAdoption  | Adjust it |
| If sth, e.g. quality, is an end in itself | it is done for its own sake – quality for quality’s sakeend = objective, purpose |
| When a relationship sours | It stops being successful, satisfactory, pleasant.Sour the company, the atmospherePolish??? |
| miniaturisation |  |
| A retreat To retreat to a place | A retreat is when you go back to a secret place or where you have already been. Also a verb |
| amid | Among, in the middle of |
| Rattling engine | An engine making a characteristic noise |
| chatter | Polish??? |
| Household goodsElectrical goodsHousehold electrical goods industry |  |
| White goodsBrown goods | Large household goods, e.g. fridge, dishwasher, washing machine etc.Brown goods are relatively light electronic consumer durables such as TVs, radios, digital media players, and computers, as distinct from heavy consumer durables such as air conditioners, refrigerators, stoves, which are called white goods |
| A product’s lifespan | Its useful life, the time it lasts |
| Upgrade a productAn upgrade | Improve it |
| Outdated model | Old-fashioned |
| Built-in/planned obsolescence | A strategy that ensures the current version of a given product will become out-of-date or useless within a known time period. This guarantees that consumers will demand replacements in the future, thus naturally supporting demand. |
| Labour time | Time taken to make sth |
| Elusive target | Difficult to find, catch or track |
| Intrinsicintrinsically | Inseparable from sthPolish ???? wsobny |
| Splash outSplash money on a deluxe product | Spend a lot to buy sth luxurious |
| Conform to rules and regulationsConformity to specifications | Comply with them, follow them |
| SpecificationsProduct specificationsSpecsSpecify |  |
| Document, follow, disregard procedures |  |
| Cost-effective | Polish ???? |
| Exacting job | Demanding a lot of time and effort |
| If a product is fit for purpose | it has a sufficient standard to be used for this purposePolish ???? |
| Flaw in a productFlawed item | A flaw is a defectdefective |
| flimsy | Made so that it can break down easily, too thin, too weak Polish ???? |
| Heavy-duty products | Durable, strong |
| scratchscratched surface | Polish ???? |
| Shoddy product, work, services | Of a very low standard |
| Stakeholder versus shareholder | A stakeholder is someone who either has an interest in sth or can be affected by sth, eg. a procedurePolish ???? |
| tolerance | Polish ???? |
| Beauty/quality is in the eye of the beholder | It is subjective |
| Packaging  |  |
| Substandard  | Not up to standard |
| Customer satisfaction, expectation |  |
| Marketing engineerDesign engineerProcess engineerQuality assurance managerQuality auditorEnd user |  |
| Brand/branded goods |  |
| Machine a productMachining  | to process by or as if by machine; especially : to reduce or finish by or as if by turning, shaping, planing, or milling by machine-operated toolsPolish ???Obrobić materiał |