

Independent Study Title	To Create Service Plan for Mapthaput Industrial Estate Case Study: Pan Mechanic Engineering Co., Ltd.
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Abstract

Quality Function Deployment is the technique mostly used for the design of products according to customer requirements. However, there also are several studies interested in and adapt this technique to design the services by using House of Quality as a tool incorporating between the initial functions and related quality tasks.

Pan Mechanic Engineering Company Limited is an organization, which runs protective coating machinery and equipment service business for industries. A company requires the development of services serving the customer needs especially the customer in the refinery, petrochemical, and power plant industry located in Mapthaput Industrial Estate, Rayong province. In order to raise confidence of management team and facilitate decision making process on a service operations plan, Quality Function Deployment was employed. The supporting tools for this research were voice of customer interview form, questionnaire to 38 populations, and House of Quality.

The results of this research found that the activities which should be performed to increase major customers satisfactions are: to create the standard of service activities, to educate and train of employee, and to have qualified material and equipment selection to achieve customer focal points of safety, behave under the rules, work quality, job completion in time, and honesty in work.