

Sudawan Siritaweechai 2006: An Application of Quality Function Deployment Technique in the Textile Product Development: Case Study Sport Bra . Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Ms. Chutima Waisarayutt, Ph.D. 139 pages.
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The main objective of this research is to analyze if the Quality Function Deployment (QFD) technique is able to become a step of product development process in textile manufacturing. The study used sport bra as a case. The research has been done through the marketing research on customers' demographic characteristics, behavior, opinion on product and needs on product characteristics. Moreover, the research has compared between a cased product and products from the competitive companies. The information of customers' requirements on the product was used in the first step of QFD. Those information was then translated to the technical requirement for developing the best-in-class product. QFD consists of 4 stages: 1) Product planning 2) Product design 3) Process planning and 4) Process control planning. The implementation of QFD on sport bra development found that sport bra design and development process should be mainly emphasized on functional characteristic of product for exercise activity, it could be done by focusing on raw material development and designing technique in order to make product with specific characteristics. In addition, the focus on product appearance and aesthetics should be concerned since there is no such dimension available on the product in the current market. The study on comparison between apply in QFD and the conventional product development process of a sport bra manufacturing company found that QFD has initiated cross-functional working team for product development, systematical communication process, data managing and knowledge management. QFD also worked according to quality management system. The research has shown that QFD has a potential for using as a part of product development process for other textile manufacturing that have a similar process as a sport bra production

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