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# It is a Question of Survival: The Case of TQM for Small Business

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*The global market place has increasingly become very difficult and competitive for small to medium size businesses. The dimensions of competition are changing on a daily basis and the future is looking very bleak for small businesses. However, the key issue is how small businesses would survive the rat race as big companies consolidate. The paper suggests that the philosophy of TQM provided it is effectively implemented would enable small businesses survive the immense competitive environment called the global market. In addition, a framework for the successful implementation of TQM for the small business is offered.*