

ABSTRACT

Small and Medium Enterprises (SMEs) are companies that produce the best business or group. One example is Vannisa Brownies. Vannisa brownies produce steamed brownies, zebra brownies and other types of product. Brownies have a target to increase sales, but have improved quality products from Vannisa brownies.

This study aims to provide appropriate information based on 11 actual customer needs using the Quality Function Deployment (QFD) method. QFD is a method used to describe customers into different products in the development of Vannisa brownies. This study uses the true needs of customers. The first stage is the House of Quality to determine what is technical. The second stage is the second iteration QFD to determine the critical part. Determination is done by brainstorming with Vannisa brownies and benchmarking with competitors.

Based on the results of data processing there are 17 technical types and 6 priority characteristics and 9 important parts. Formulating recommendations on the quality of products obtained based on customers and brainstorming with Vannisa brownies. The recommendations given are information, increasing promo time, promotion information through social media, improving employee work designs, improving work procedures, special open promotions, adding call centers, collaborating with art projects and making miniature brownies.

Keywords: Vannisa Brownies, Quality Functions Deployment, True Customer Needs