

## **Effects of Total Quality Management on the Performance of the Food and Beverages Industry in Zimbabwe**

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### **Abstract:**

The food and beverages sector in Zimbabwe has been of late characterised by deteriorating market and operational performance despite implementation of various strategies. It was against this background that the researchers sought to determine the effects of total quality management practices as a strategy on the performance of the food and beverages industry in Zimbabwe. The main objectives of this study were to find out whether total quality management had an impact on performance of the food and beverages sector in Zimbabwe and to establish total quality management related challenges faced by the food and beverage sector. The study adopted a combination of exploratory and descriptive survey research design since it was the first of its kind in this sector; and the need to fully explain the underpinning variables. Stratified random sampling and non-random sampling techniques were used to come up with a sample of hundred and twelve (112) respondents.

Questionnaires, personal interviews and observations were used as research instruments. Data was analysed using Stata and Microsoft Excel packages and it was presented in tables and bar graphs. The study revealed that total quality management practices positively impacted on the performance of the food and beverage sector in Zimbabwe. The researchers recommended that that the food and beverage industry should enter into strategic alliance with suppliers of inputs, get ISO certification and seek continuous top management support and commitment and invest in market research training for its employees and other stakeholders.