
1.) What approach in quality has Uratex brand used to excel? Explain briefly.

- Uratex have used the five approaches in quality to achieve a high standard product, and these are the following:
 - o **Transcendent:** This approach pertains to the products that has achieved the highest standard, or being the best. Uratex is not just the leading brand of mattress in the Philippines, but also a globally competitive establishment, with a goal that is to produce a perfectly-shaped, high quality foam products for a comfortable sleep for the consumers.
 - o **Product-based:** The products Uratex produces have been proven and tested to be comfortable and durable. From the mouths of its consumers, Uratex is a high quality foam products that can last well for decades.
 - o **User-based:** As we all know, consumers have different type of wants and needs, and Multiflex Inc., the manufacturer who makes Uratex, help its consumers to be comfortable in sleeping by creating different kinds of mattresses that caters to their specific preference.
 - o **Manufacturing-based:** Uratex is in compliance with certain standards/requirements to create such quality products that is being recognized internationally.
 - o **Value-based:** The products of Multiflex has a high value in the market, and are, in no doubt, a high quality products that is affordable by the general market.

2.) How would you qualify Uratex brand using the three types of quality? (Quality of design, quality of conformance, and quality of performance)

- Multiflex, exceeded not only the local standards of creating a product but is also recognizable in the international market. With the quality of design, the produced goods have a simple figure, nothing to extravagant, but pleasing to the eyes. In quality of conformance and performance, it is already been attested by their consumers that the company is making sure, and is always trying their best to meet the requirements and be consistent in seeking excellence by following the standards and protocols needed to be done to produce the best products, and those products is indeed satisfying their consumer's needs by providing them an affordable, long-lasting, high quality, comfortable mattresses.

3.) Can Uratex brand make use of re-engineering to further improve its mattresses? Defend your side.

- The Uratex can make us of re-engineering, but, in our opinion, the company does not need to conduct re-engineering because it never stop seeking for innovation. Uratex is committed with producing only the finest and the best products to continue competing globally. Business make use of re-engineering when they need to start over and take advantage of their core competencies to prevent failures and low quality products. While Uratex, though for sure has its own

disadvantages, but they learn to utilize only their strength to keep on improving their organization and products. One example is when, recently, they invested on a foreign foaming equipment to improve their production of only high quality products. They have also been exerting efforts to help the environment by reducing foam waste. From the informations gathered, we don't think that there is a need of re-engineering for Uratex.

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