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## Key Words

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<tr>
<th>Acronym</th>
<th>Definition</th>
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<tbody>
<tr>
<td>DPMO</td>
<td>Defects per million opportunities</td>
</tr>
<tr>
<td>PDCA</td>
<td>Plan-Do-Check-Act</td>
</tr>
<tr>
<td>DMAIC</td>
<td>Define, Measure, Analyze, Improve and Control</td>
</tr>
<tr>
<td>DMADV</td>
<td>Define, Measure, Analyze, Develop and Validate</td>
</tr>
<tr>
<td>DFSS</td>
<td>Design for Six Sigma</td>
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<tr>
<td>MGPP</td>
<td>Multi-Generation - Product – Plan</td>
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<tr>
<td>EFM</td>
<td>Enterprise Feedback Management</td>
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<tr>
<td>FMEA</td>
<td>Failure mode and effects analysis</td>
</tr>
<tr>
<td>SIPOC</td>
<td>Supplier, Input, Process, Output and Customer</td>
</tr>
<tr>
<td>CTQ</td>
<td>Critical to Quality</td>
</tr>
<tr>
<td>COPQ</td>
<td>Cost of Poor Quality</td>
</tr>
<tr>
<td>VA</td>
<td>Value Added</td>
</tr>
<tr>
<td>NVA</td>
<td>Non Value Added</td>
</tr>
<tr>
<td>QFD</td>
<td>Quality Function Deployment</td>
</tr>
<tr>
<td>CTP</td>
<td>Critical to process characteristic</td>
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<tr>
<td>HoQ</td>
<td>House of Quality</td>
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<tr>
<td>SERVQUAL</td>
<td>Service Quality</td>
</tr>
<tr>
<td>CCU</td>
<td>Customer Care unit</td>
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<tr>
<td>YoY</td>
<td>Year on Year</td>
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<tr>
<td>CAGR</td>
<td>Compound annual growth Rate</td>
</tr>
<tr>
<td>PPP</td>
<td>Public-Private-Partnership</td>
</tr>
<tr>
<td>RevPAG</td>
<td>Revenue per Available Guest</td>
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