Glenn Mazur's interpretation of the Japanese characters for QFD.

品  Hin  - Multitudes’ voices

質  Shitsu  - Ax & shell; money, value

機  Ki    - Frontier guards attend to detail

能  No    - Bear: courage

展  Ten   - Unroll train of kimono

開  Kai   - Cooperate to open barriers

"A group of courageous people working in harmony pursuing the finest detail to unlock the organization and roll out products that the multitudes in the marketplace will value." ©1996 Glenn Mazur