

Quality management in Jordan, much like in any other part of the world, is crucial for sustaining competitiveness and meeting customer expectations. Organizations can leverage collaboration opportunities, both domestically and internationally, to exchange best practices, access resources, and enhance their quality assurance capabilities. Moreover, fostering a culture of quality excellence requires overcoming cultural barriers and promoting awareness about the importance of quality management practices at all levels of the organization. Instability in neighboring countries and fluctuating economic conditions can add complexity to sourcing raw materials and maintaining quality control measures. Firstly, ensuring consistency and adherence to quality standards across diverse sectors, ranging from manufacturing to services, remains a persistent challenge.