

LIST OF FIGURES

Figure I. 1 SMEs Contribution to National GDP 2009-2012.....	1
Figure I. 2 Arafa Tea’s Average Earnings 2011-2014.....	2
Figure I. 3 GTC Average Earnings 2011-2014.....	3
Figure II. 1 Grouping Idea/Problem Using Affinity Diagram Example	12
Figure II. 2 Customer Satisfaction Using Kano Model	24
Figure II. 3 Processing Kano Model	25
Figure III. 1 Conceptual Model.....	32
Figure III. 2 Product Quality Model	33
Figure III. 3 Systematics Problem Solving	34
Figure V. 1 Respondents’ Age Characteristics	64