

Capturing the return on investment has always been a stipulate of business, correspondingly, it seem reasonable to substantiate the impact of quality initiatives in terms of performance of firms. Keeping in view the pervasive impact of textile exports on the GDP of Pakistan, employment and per capita income the research is aimed to pave way for the popularization of this management philosophy. The supreme aim is to serve the business acumen with awareness to the reimbursement from Total Quality Management (TQM). The research being exploratory first identified Critical Success Factors (CSF) of TQM implementation. Adapting and improvement of survey instrument was then followed by a comprehensive review of literature. A random sampling technique was employed to make the research generalized. The revised, simplified and comprehensive questionnaire was self-administered to aggregate the results. To proceed towards results descriptive as well as inferential statistical was employed. It was revealed that the success of TQM is considered as an elementary management area in the exporting firms. These firms not only consider TQM as an obligation from the buyers but also as a successive competitive strategy. The short term profitability as well as the long run acceptance of exports guaranty's an overall good performance through financial indicators. The attainment of customer satisfaction and progressive role of exports is found dependent on better and more sophisticated implementation of TQM. This research is a milestone in depicting the true state of quality initiatives in the textile industry of Punjab. Findings of this research may serve as eye openers for those who take is lightly and situates it as a burden on the cost of production. The academia can sought direction to evolve more knowledge and obligation to spread the gist of this holistic approach to management students. The role of Government is emphasized by the business sector to play their part in the accessibility of expert opinion and pooling of resources to uplift the current state of inventiveness in the area of quality management.

This project is taken up for the first time in the local context to discover the relationship between TQM implementation and performance of the firms with extraordinary reference to exports. The data set was generated from the region of Punjab, which gives more than 60% of the total exports in the products of fabric and made-ups. A likely research which can allow all types of businesses involved in exports can be approached for further refinement and confirmation of results.
Key words: Total Quality management, Critical Success Factors, Firm Performance, Exports.