QMS stands for Quality Management System, which is a set of policies, processes, and procedures required for planning and execution in the core business area of an organization. Here are some key concepts associated with QMS:

1. **Customer Focus**: QMS emphasizes meeting customer requirements and enhancing customer satisfaction. Understanding customer needs and expectations is essential for designing products and delivering services that meet or exceed those expectations.
2. **Leadership**: Effective leadership is crucial for establishing and maintaining a QMS. Leaders set the vision and direction, establish unity of purpose, and create an environment where people can contribute to achieving the organization's objectives.
3. **Engagement of People**: People at all levels of the organization are the essence of an organization and their full involvement enables their abilities to be used for the organization's benefit.
4. **Process Approach**: QMS adopts a process approach, which involves identifying and managing interconnected activities as processes to achieve the desired results more efficiently. Understanding and managing interrelated processes as a system contributes to the organization's effectiveness and efficiency in achieving its objectives.
5. **Continuous Improvement**: QMS promotes a culture of continual improvement. This involves regularly reviewing processes, products, and services to identify opportunities for enhancement and implementing actions necessary to achieve planned results and continual improvement.
6. **Evidence-Based Decision Making**: Decisions based on the analysis and evaluation of data and information are more likely to produce desired results. QMS encourages making decisions based on factual evidence rather than assumptions or personal preferences.
7. **Relationship Management**: QMS recognizes the importance of managing relationships with relevant interested parties, such as suppliers, partners, and regulatory bodies. Building and maintaining positive relationships contribute to the sustained success of the organization.
8. **Risk-Based Thinking**: QMS incorporates risk-based thinking to proactively identify and mitigate potential risks that could impact the achievement of objectives. By considering risks and opportunities throughout the organization, QMS helps to improve decision-making and prioritize actions.

These concepts collectively form the foundation of a QMS and are integral to achieving quality objectives and meeting customer expectations.