

QUALITY POLICY

	Customers	Partners	Employees	Investors	Community
Customer functions	Deliver products and services that meet customer needs.	Forge long term relationships with partners, while impelling for higher customer satisfaction.	Set fair, inspiring and achievable goals to meet customer expectations.	Explore new areas of productivity and improvement, to maximize profits and share of business.	Strive to improve the quality of human, social and environmental health.
Support functions	Align all support functions towards the common goal of meeting customer needs.	Strive to improve productivity and share the benefits jointly.	Provide employees with tools, channels and resources to offer superior quality products and services.	Support business objectives through resource and cost optimization.	Develop a symbiotic relationship between community and company.
Leadership	Develop a culture of customer orientation and quality.	Inspire partners to believe in the inclusivity of their and the company's goals.	Define and percolate the ethos, philosophy and vision of the company.	Outline future direction of the enterprise that leads to an enhanced value of the company.	Merge business goals with responsibility to the community.