



## Quality Policy

Marketing Zone's vision is to provide the best results for clients in a creative, collaborative and innovative way.

Marketing Zone cares passionately about providing its clients with marketing services, that not only meet clients' briefs and deadlines, but also add value to the client experience. We consider work finished only when the client is fully satisfied.

Quality is not about maintaining standards; it is about raising them.

## Management commitment to quality

The Directors are committed to:

- Developing a Quality Management System based on the requirements of BS EN ISO 9001:2000.
- Enhancing customer satisfaction.
- Ensuring that customer needs and expectations are determined and fulfilled.
- Communicating to all staff the importance of meeting client needs and all relevant statutory and regulatory requirements.
- Ensuring a systematic and disciplined approach by all employees, in all activities associated with the client's order.
- Establishing the quality policy and its objectives.
- Reflecting the current quality requirements of the clients' specific market places.
- Striving for added value for clients.

The Company directors are members of, and adhere to, the codes of conduct of The Chartered Institute of Marketing, Institute of Direct Marketing and Market Research Society.

The company has appointed Director, Dee Tworney as Compliance Officer to ensure that work undertaken complies in all respects.

This Quality Policy provides a framework for establishing and reviewing quality goals. It is part of the Company's training programme that this policy is understood, implemented and maintained at all levels in the organisation to ensure continual improvement. Customer views and comments are regularly sought to gauge how we well are achieving against our quality goals.

## Defining the policy

In summary, Marketing Zone is committed to strong quality management through the following objectives:

- Provide our customers with only quality products and services that represent good value for money.

- Provide our staff with the latest tools, involvement, motivation and training.
- Provide open, effective communications with our customers and suppliers.
- Provide systematic validation and control of design, writing, production and project management processes.
- Provide those products and services on time, utilising efficient methods.
- Provide a system of continuous improvement thorough monitoring marketing communications, practices and technological developments.