



## ISO 9001 Quality Objectives

**Purpose:**

Providing clear direction to the company and employees on all levels to ensure that resources are focused, and to enable individuals to prioritize and make decisions in support of corporate strategies.

**Scope:**

Objectives are set on all levels, reaching from strategic objectives on the corporate level to performance objectives for the individual.

**Responsibility:**

Executive and management on all levels.

**Procedure:**

Diespeker Interiors establishes objectives in order to give all business units, departments and employees a common direction. Objectives are established on the highest level, and then trickle down through divisions, business units to the individual. All objectives support the objectives of the next higher level in order to ensure that the Strategic Objectives of The Company are achieved.

Management of individual divisions and business units set annual business objectives that are in support of the top-level objectives. These business objectives may be incorporated in business plans and budgets.

Supervisors set specific performance objectives of their staff as part of the periodic performance review. These performance objectives also support the objectives of the business unit and the overall strategic objectives.



## Strategic Objectives

Diespeker Interiors defined the company's strategic objectives as follows:

- **Profit Growth:**  
10% growth of net profit per year.
- **Customer Satisfaction:**  
Achieve and maintain an average customer satisfaction level of 85% in our customer surveys.