

What makes a high quality company? It's not what it manufactures or what it sells. Just as it is possible to have a high quality company that makes pins, it is equally possible to have a poor company that makes battle ships.

**Quality is about meeting, and where possible exceeding, the customers' expectations.**

Quality management systems such as ISO9001 have had some bad press. Companies and customers have found little benefit from being ISO9000 certified. Primarily the reason for this failure is because companies adopted the system, without adopting the philosophy. There has also been a failure of quality management companies to really address this need for a change in thinking. Just having a certificate or a quality manual does not make a company higher quality.

There are eight quality management principles, which should guide a quality company.

## Principles

1. Customer focus
2. Leadership
3. Involvement of people
4. Process approach to implementation
5. System approach to management
6. Continual improvement
7. Factual approach to decision making
8. Mutually beneficial supplier relationship

Details of these are on the [ISO website](#).

Following the quality method laid down in ISO9001:2008 or its derivatives provide a framework to instil these principles within your business. Provides a structure for growth and a foundation to ensure the business runs smoothly

These principles can be applied to any business, and do not require unnecessary paper work, or even certification. If they are implemented properly, the benefits in efficiency and satisfied customers will make the effort of implementing the system a asset of the company.

## Benefits include

- Ensuring that knowledge is kept within the company so that if a member of staff leaves the company keeps going.
- Improvement of your reputation with your customer.
- Improvement of your product which increases your market share.
- Ensuring decisions are made by the correct person in the company to avoid costly errors.
- Efficiency improvements to save on staff.
- Better staff satisfaction, being proud to work for a fine company.

If you have ISO9000 certification of some sort and have not seen these benefits then contact Virnik and we can get value for money from your quality system.