

## Quality strategies

Management targets are to obtain highest level of:

- **Customer satisfaction**
- **Quality**
- **Benefit**

### Why:

#### Customer satisfaction

- Only satisfied customers buy again

#### Quality

- Quality is the most important basis in order to have satisfied customers

#### Benefit

- High-quality-products require continuous investment in new machines and technologies. Benefits are necessary for investments.

### How:

#### Customer satisfaction

- Supplying the products according to the agreed terms and quality requirements
- Offering competitive fares
- Searching and developing innovative products

#### Quality

- Using in a proper way the Quality Management System
- Constantly improving the internal and external processes; with the customers as well as with the suppliers
- Applying the Zero-Error-Strategy

#### Benefit

- Management with knowledge of costs at all levels
- Parsimonious utilisation of raw and auxiliary materials