



Creative Services Limited (CSL)
Quality Assurance Policy
(Version-1, Effective from January 01, 2024)

1. Introduction

Creative Services Limited (CSL) is committed to delivering high-quality services and products that exceed client expectations. This Quality Assurance Policy emphasizes our commitment to continuous improvement, customer satisfaction, and upholding the highest quality standards in all operations. Adhering to this policy allows CSL to consistently deliver high-quality offerings, cultivate a culture of improvement, and ensure the long-term success of the company.

2. Scope

This policy applies to all employees, suppliers, and stakeholders involved in the delivery of services and products by CSL. It covers all aspects of our operations, from project initiation to final delivery and client feedback.

3. Principles

CSL is committed to the following principles:

- Customer Focus: Understanding and meeting the needs and expectations of our clients.
- Continuous Improvement: Continuously enhancing the quality of our services and processes.
- Compliance: Adhering to all relevant legal, regulatory, and contractual requirements.

4. Objectives

Our quality assurance objectives are:

- To consistently deliver products and services that meet client requirements.
- To implement and maintain a quality management system that complies with international standards.
- To foster a culture of continuous improvement and innovation.
- To ensure all employees are aware of their responsibilities in maintaining quality standards.

5. Quality Management System

CSL has established a Quality Management System (QMS) that aligns with international standards such as ISO 9001. The QMS includes procedures and processes designed to ensure consistent quality in our products and services.

6. Policy Statements

6.1 Customer Satisfaction: We are committed to understanding the needs and expectations of our clients and striving to exceed them. Regular client feedback will be sought and used to improve our services.

6.2 Continuous Improvement: We will continuously monitor and review our processes to identify opportunities for improvement. All employees are encouraged to contribute ideas and suggestions for enhancing quality.

6.3 Training and Development: CSL will provide ongoing training and development to ensure that all employees have the necessary skills and knowledge to perform their roles effectively and maintain high-quality standards.

6.4 Supplier Quality: We will work closely with our suppliers and partners to ensure that the products and services we procure meet our quality standards. Supplier performance will be regularly reviewed.

6.5 Risk Management: We will proactively identify and manage risks that could impact the quality of our products and services. Risk assessments will be conducted regularly to mitigate potential issues.

7. Responsibilities

7.1 Management

- Ensure that the Quality Assurance Policy is communicated and implemented effectively.
- Provide the necessary resources and support for quality assurance activities.
- Monitor and review the effectiveness of the Quality Management System.

7.2 Employees

- Follow the quality assurance procedures and processes outlined in the QMS.
- Report any quality issues or concerns to their supervisor or the quality assurance team.
- Participate in training and development programs related to quality assurance.

8. Implementation

8.1 Training: CSL will provide training to all employees on the principles and practices of quality assurance. This training will ensure that everyone understands their role in maintaining quality standards.

8.2 Monitoring and Review: The effectiveness of the Quality Management System will be monitored through regular audits and reviews. Performance metrics will be used to assess the quality of our services and identify areas for improvement.

8.3 Client Feedback: Client feedback will be actively sought and used to improve our services. We will conduct regular client satisfaction surveys and follow up on any issues or concerns raised by clients.

9. Breach of Policy

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment. Contractors and suppliers who fail to meet our quality standards may have their contracts terminated.