



Creative Services Limited (CSL)
Quality Management System (QMS) Guideline
(Version-1, Effective from January 01, 2024)

1. Introduction

Creative Services Limited (CSL) delivers high-quality services and products, meeting or exceeding client expectations. CSL's Quality Management System (QMS) ensures consistent quality and continuous improvement. By following this guideline, CSL aims to consistently provide high-quality products and services, ensuring customer satisfaction and fostering a culture of improvement.

2. Scope

The QMS guideline 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. Objectives

The objectives of the QMS at CSL are:

- To deliver products and services that meet client requirements consistently.
- To comply with international standards such as ISO 9001.
- To foster a culture of continuous improvement and innovation.
- To ensure all employees understand their roles in maintaining quality standards.

4. Quality Management Principles

CSL's QMS is based on the following principles:

- Customer Focus: Understanding and fulfilling client needs and expectations.
- Leadership: Establishing unity of purpose and direction.
- Engagement of People: Ensuring all employees are competent, empowered, and engaged.
- Process Approach: Managing activities as processes to achieve desired outcomes.
- Improvement: Continuously enhancing performance.
- Evidence-Based Decision Making: Using data and analysis to guide decisions.
- Relationship Management: Managing relationships with suppliers and partners to enhance performance.

5. Quality Management System Structure

5.1 Documentation: The QMS documentation includes:

- Quality Policy: Statement of commitment to quality.
- Quality Objectives: Specific, measurable goals aligned with the quality policy.
- Quality Manual: Description of the QMS and its scope.
- Procedures: Detailed instructions for processes and activities.
- Records: Documentation of activities and results to provide evidence of conformity.

5.2 Quality Policy: Our quality policy outlines CSL's commitment to quality and continuous improvement. It is communicated to all employees and is available to clients and stakeholders.

5.3 Quality Objectives: Quality objectives are established to drive performance and improvement. These objectives are regularly reviewed and updated to ensure that they remain relevant and aligned with the company's goals.

6. Key Processes

6.1 Customer Requirements

- Identify and understand client needs and expectations.
- Translate client requirements into internal specifications.
- Ensure all projects and products meet these specifications.

6.2 Project Management

- Plan and manage projects to ensure timely and cost-effective delivery.
- Monitor project progress and adjust plans as necessary.
- Conduct regular reviews to ensure quality standards are met.

6.3 Resource Management

- Ensure adequate resources (human, financial, equipment) are available to meet quality objectives.
- Provide training and development to enhance employee skills and knowledge.
- Maintain a safe and conducive working environment.

6.4 Product and Service Delivery

- Implement standardized procedures for product and service delivery.
- Conduct regular inspections and testing to ensure compliance with quality standards.
- Address any non-conformities promptly and effectively.

6.5 Client Feedback and Satisfaction

- Collect and analyze client feedback to identify areas for improvement.
- Conduct client satisfaction surveys regularly.
- Implement corrective actions based on client feedback.

7. Monitoring and Measurement

7.1 Internal Audits

- Conduct regular internal audits to assess the effectiveness of the QMS.
- Identify areas of non-conformance and implement corrective actions.
- Review audit results with management and take necessary actions.

7.2 Performance Metrics

- Establish key performance indicators (KPIs) to measure quality performance.
- Regularly review and analyze performance data.
- Use performance data to drive continuous improvement.

8. Continuous Improvement

8.1 Corrective and Preventive Actions

- Identify root causes of non-conformities and implement corrective actions.
- Identify potential issues and implement preventive actions.
- Monitor the effectiveness of corrective and preventive actions.

8.2 Employee Involvement

- Encourage employees to suggest improvements to processes and procedures.
- Recognize and reward contributions to quality improvement.
- Foster a culture of innovation and continuous improvement.

9. Management Review

9.1 Review Meetings

- Conduct regular management review meetings to assess the effectiveness of the QMS.
- Review quality objectives, performance metrics, and audit results.
- Make decisions on actions to improve the QMS.

9.2 Reporting

- Prepare regular reports on QMS performance for senior management.
- Communicate the outcomes of management reviews to all employees.

10. Responsibilities

10.1 Management

- Ensure the QMS is implemented and maintained effectively.
- Provide necessary resources and support for quality assurance activities.
- Lead by example in promoting quality and continuous improvement.

10.2 Employees

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