



# Quality Policy

Year 2024

*Applicable from: 01<sup>st</sup> March 2024*

**ASCELA**



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## 1. Quality Policy

ASCELA's management is committed to delivering excellence in all aspects of our services. Our quality policy is tailored to our organisation's unique purpose and context, aligning closely with our strategic direction to ensure sustainable growth and success. We recognise that our purpose extends beyond mere service delivery; it encompasses the creation of value for our customers, employees, stakeholders, and the communities we serve. Therefore, our quality policy is designed not only to meet but also to exceed the expectations of all stakeholders.

Supporting our strategic direction, our quality policy emphasises innovation, efficiency, and continuous improvement. We strive to anticipate and adapt to changes in the market and technological landscape, positioning ourselves as leaders in our industry. By embedding a culture of quality throughout the organisation, we aim to drive excellence in every process, product, and service we offer. Our commitment to quality is unwavering, and we continuously seek opportunities to enhance customer satisfaction, optimise resource utilisation, and uphold the highest standards of ethical conduct.

### 1.1 Our Principals

To ensure the effectiveness of our quality objectives, we prioritise the following principles:

- 1. Relevance:** Our quality objectives are directly linked to the needs and expectations of our stakeholders, including customers, employees, suppliers, and regulatory bodies. We strive to address key areas of concern and prioritise initiatives that have the greatest impact on our business and the communities we serve.
- 2. Specificity:** Each quality objective is formulated with clarity and precision, outlining the desired outcome, target metrics, and relevant deadlines. Setting specific goals enables effective monitoring and evaluation, facilitating accountability and driving progress towards achievement.
- 3. Measurability:** We establish quantifiable criteria and performance indicators to assess progress towards our quality objectives objectively. Through regular monitoring and analysis of relevant data, we gain insights into our performance trends, identify areas for improvement, and make informed decisions to optimise outcomes.
- 4. Achievability:** While we set ambitious quality objectives to drive continuous improvement, we ensure that they are realistic and attainable within the constraints of our resources, capabilities, and timeframe. By setting achievable goals, we foster a culture of success and empower our teams to strive for excellence without compromising quality or sustainability.
- 5. Alignment:** Our quality objectives are closely aligned with our strategic priorities, business objectives, and core values. By ensuring coherence across all levels of the organization, we foster synergy and collective effort towards shared goals, maximizing our impact and driving sustained success.

To fulfill the commitment of continual improvement, we adhere to the following principles:

#### Reguale Evaluation

We conduct regular assessments of our QMS to identify areas for improvement and opportunities for innovation. Through thorough analysis and evaluation, we gain valuable insights into our processes, performance,

	and outcomes, enabling us to make informed decisions and implement targeted improvements.
<b>Stakeholder Engagement</b>	<p>We actively engage with our stakeholders, including customers, employees, suppliers, and regulatory bodies, to gather feedback, insights, and suggestions for enhancing our QMS.</p> <p>By listening to the voices of those impacted by our operations, we ensure that our improvement efforts are aligned with their needs and expectations, fostering trust, loyalty, and satisfaction.</p>
<b>Continuous Learning</b>	<p>We foster a culture of continuous learning and professional development, empowering our teams to acquire new knowledge, skills, and best practices to improve our QMS continually.</p> <p>Through training, workshops, and knowledge-sharing initiatives, we equip our employees with the tools and resources they need to drive innovation, efficiency, and excellence in their respective roles.</p>
<b>Innovation</b>	<p>We embrace innovation as a catalyst for improvement, encouraging creative thinking, experimentation, and adaptation to drive breakthroughs in our QMS.</p> <p>By exploring new technologies, methodologies, and approaches, we challenge the status quo, uncover new opportunities, and push the boundaries of what is possible, driving sustained improvement and competitive advantage.</p>
<b>Accountability</b>	<p>We hold ourselves accountable for the effectiveness and performance of our QMS, setting clear goals, objectives, and targets for improvement and tracking our progress towards their achievement.</p> <p>Through transparent reporting and communication, we ensure that all stakeholders are informed of our improvement efforts and outcomes, fostering trust, credibility, and accountability.</p>

Through the diligent implementation of our quality policy, we aim to establish ASCELA as a benchmark of quality and reliability in our industry, earning the trust and loyalty of our stakeholders for years to come.

ASCELA's Management Team will be open to providing evidence of its commitment to the development and improvement of the quality system by:

<b>Communication</b>	Letting the organisation and team understand the importance of meeting customer, regulatory, and legal requirements
<b>Customer Focus</b>	<p>Top Management would ensure customer needs and expectations are determined and converted into requirements to achieve satisfaction.</p> <p>The team would focus on paying attention to changes in Clients interests and needs</p>
<b>Defining Quality Policy and its Objectives</b>	Determining the Quality Policy Need, its Role and Objectives
<b>Review</b>	Conducting Regular reviews of the different processes taken up while meeting clients' requirements
<b>Managing Resources</b>	Enabling necessary resources required for the completion of client project

## 1.2 Management Commitment

Our commitment to the Quality of our services is expressed in our daily businesses as –

1. We strictly comply with the Ethics / Compliance Management System
2. We act in accordance with laws and regulations
3. We support our business processes through state-of-the-art adaptation of technology.
4. We recruit competent staff and qualify them with regular training
5. We cooperate with business partners based on mutual trust

With a Quality Policy, Senior Management would ensure that –

<b>Purpose</b>	Quality Policy meets the purpose of the firm
<b>Commitment</b>	The Policy focuses on building commitment toward meeting requirements and continual improvement
<b>Review Framework</b>	Quality Policy provides a framework for reviewing objectives defined
<b>Understandable</b>	The Policy communicates its objectives and is appreciated by the team
<b>Monitored</b>	The Policy would be reviewed for continued suitability.

## About ASCELA

ASCELA is a professional service company, providing advisory services to organisations to help them enhance efficiency through analysis of market potential, competitive landscape, operational, financial, economic, technical, and strategic challenges. The firm was established in the year 2018 with a vision to provide independent strategic insights into Infrastructure and build environments.

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