

1.0 Quality Assurance Policy

Beachhouse Media Ltd.

Beachhouse was established in 2009 to provide brand development and graphic design services to all industries. We are based in Old Street, East London and currently employ 2 permanent staff members.

Quality is paramount to our business because we value our clients. We strive to provide our clients with deliverables and services which meet and even exceed their expectations. We are committed to continuous improvement and have established a Quality Management System which provides a framework for measuring and improving our performance.

We have the following systems and procedures in place to support us in our aim of total client satisfaction and continuous improvement throughout our business:-

1. regular gathering and monitoring of client feedback
2. a client complaints procedure
3. selection and performance monitoring of suppliers against set criteria
4. regular audit of our internal processes
5. measurable quality objectives which reflect our business aims
6. management reviews of project results, client feedback and complaints

Our internal procedures are reviewed regularly and are held in a Best Practice Manual which is made available to all employees. This policy is also available on our company website: <http://www.beachhouse-design.com/qms>

Though the company directors have ultimate responsibility for Quality, all employees have a responsibility within their own areas of work so helping to ensure that Quality is embedded within the whole of the company.

The policy review date is 13/06/2011

Signed

A handwritten signature in black ink, appearing to read 'C. Long', is written over a light blue horizontal line.

Date

2.0 Quality Management Statement

- Step 1** All projects are allocated a job number via our project logging database system. This system allows us to store and provide price estimates to clients prior to commencing work.
- Quality check:** A full index of previous client and supplier estimates are available for comparison to enable a consistent pricing model.
- Step 2** The client receives a formal estimate and Project Initiation Document (PID) which describes the project, deliverables and key milestone dates. Two copies are signed by both Beachhouse and client representatives.
- Quality check:** Referral to the PID allows Beachhouse and client to review the agreed scope and parameters of a project.
- Step 3** Project management is carried out using two internal systems;
- Project logging system
 - Project management tool 'Merlin' which allows us to represent the project, resources and assets within a Gant chart. Both systems enable constant assessment as to the status of any given project.
- Quality check:** Project log and Merlin is checked daily to ensure sufficient time and resources are allocated to a project.
- Step 4** The design work is carried as per our own Creative Design Process. This consists of four key stages [see appendix];
- Stage 1.** Assess: understanding the clients needs and requirements
- Stage 2.** Explore: creating and presenting ideas that solve the brief
- Stage 3.** Refine: developing selected idea(s) as per client feedback
- Stage 4.** Deliver: execution of the final project deliverables
- Quality check:** Meetings occur between each stage to allow both Beachhouse and client to assess quality of services.
- Step 5** As and when required, online shared documents are produced to assist in the running of a project. These enable both ourselves and clients, shared access to Spreadsheets, Text documents and Calenders.
- Step 6** Depending on the scale of a project, Beachhouse will meet with the client on completion to discuss the outcomes and where improvements can be made.
- Quality check:** All completed work is assessed by the directors to allow for a constant review of internal processes and resources.

Brand development process

Overview

