

DB QUALITY POLICY



SLOGAN

- **MORE SALES**
- **POPULAR PRODUCT**
- **LOW COST**
- **EXCELLENT QUALITY**
- **HIGH EFFICIENCY**

*QUALITY POLICY SHALL BE USED AS FRAMEWORK TO SET UP DEPARTMENTAL KPIS

STRATEGIES

- **BENCHMARK BEST PRACTICES AGAINST FIRST TIER BRAND**
- **MARKET DRIVEN**
- **CONTINUOUS IMPROVEMENT**

TACTICS

- **DO THE RIGHT THINGS**
- **DO THINGS COMPLETELY**
- **FOLLOW UP**
- **PROCESS STANDARDIZATION**
- **LEARN FROM BEST EMPLOYEES**
- **CONTINUOUS LEARNING**

DUNHAM-BUSH

Products that perform. By people who care.