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## **QUALITY MANAGEMENT SYSTEMS GUIDANCE DOCUMENT**

The QMS defines the processes and procedures that can lead to providing high-quality products and services to our customers. Our QMS has built-in systems that contribute directly to continual improvement of our business; such as corrective and preventive actions, root cause analysis, and internal audits.

### **Quality Policy**

At Champion Supplies Ltd, we are committed to providing our valued customers with high-quality PPE products and services that meet or exceed their expectations. We understand the importance of personal protective equipment in ensuring the safety and well-being of our customers, and we take this responsibility seriously.

To achieve our commitment to quality, we have established a comprehensive quality policy that outlines our goals for continuous improvement and customer satisfaction. We strive to consistently meet the requirements of our customers, as well as all applicable legal and regulatory requirements.

Our quality policy is based on the following principles:

- Understanding and meeting customer needs and expectations
- Ensuring the quality of our products and services through analysis of their data sheets, and annual auditing of our business that includes product testing.
- Continuously improving our processes and systems to enhance quality and efficiency
- Providing ongoing training and development opportunities for our employees to ensure they have the skills and knowledge necessary to meet our quality objectives
- Encouraging feedback from our customers to identify areas for improvement

We are committed to maintaining our position as a leading provider of PPE products and services through our dedication to quality and customer satisfaction. We believe that by consistently delivering high-quality products and services, we can build strong, long-lasting relationships with our customers that benefit both parties.

## Quality Objectives

Quality objectives are essential in ensuring that our business delivers products and services that meet the expectations of our customers. To align with the overall business goals of our organisation, we have ensured our quality objectives are measurable and we analyse our performance on each area. The following are our quality objectives:

1. **On-time delivery:** Delivering products and services on time is a critical quality objective that helps our organisation gain a competitive advantage. We measure this objective by the percentage of orders that are delivered on time. To meet this objective, we set order dates and expectation dates with every order taken so we are aware of its deadline and the staff member dealing with it, is aware of when the customer is expecting their goods. This also encourages effective communication with our customers.
2. **High customer satisfaction ratings:** Customer satisfaction is key to the success of our brand. We measure this objective by collecting customer google reviews and making follow up calls after they have purchased from us. We then track the number of satisfied customers. To meet this objective, we focus on continuous development of our production machinery and staff training. As well as responding to customer feedback, and providing high-quality products and services.
3. **Low return rates:** Reducing defects and returns is another critical quality objective for Champion Workwear. The objective can be measured by tracking the number of defective products and their loss value. To meet this objective, we have quality control processes, product testing, and employee training.
4. **Continuous improvement of customer experience:** Improving our customers' experience is crucial for the growth of our business and customer recommendations. We enhance the customer experience in several ways. Firstly we train our staff, as they are the face of our business. This ensures they are consistently, friendly, helpful, and knowledgeable about our products and services. They should be able to answer any questions that customers may have and provide recommendations if needed. Secondly, we create a welcoming environment. The ambiance of our shop plays a significant role in attracting and retaining customers. We ensure it is clean, well-lit, and has background music to create a positive atmosphere. Thirdly, we offer a variety of products. We have found to increase the footfall into our store and have customers travel from further away, we have to offer a wide variety of products and have a good stock holding. This includes a diverse selection of products that cater to different industries, as well as offering them in several colours and sizes.
5. **Improve customer service:** Making sure that we greet every customer with a smile and make them feel valued. By doing this you add value to their experience, making the product and service worth the money and increasing repeat purchases. It also makes customers feel comfortable asking questions, and discussing their needs with you so you can up sell other products they may need. We ensure to provide assistance when needed, and always thank them for their business. To improve the service and our staffs knowledge, we invest in training to assist the team in understanding the development of the industry as well as the customer journey.

By setting measurable quality objectives aligned with our overall business goals, we are improving our performance and gaining a competitive advantage.

## **Document Control**

A document control system is essential to ensure that all employees are working from the most up-to-date documents, especially those that rely on proper documentation for their daily operations. It is a system that ensures that documents are created, revised, approved, and distributed correctly. The system is used most for company policies, such as annual leave, customer returns, and trading terms; Product pricing, and marketing material.

The first step in the document control system is document creation. This involves the development of new documents or the revision of existing ones. The documents should be created using the company templates, following the branding guidelines, these can be found in our branding pack. They should then be reviewed by Ella-Mai Russell, Director before being approved for use.

The approval process ensures that the document is relevant, and necessary and follows the company processes and branding.

After the document is approved, it is ready for distribution. The distribution process ensures that the document is sent to the appropriate individuals. This could be done through emails, physical copies or imported onto our sales system for product and pricing updates.

In summary, our document control system is crucial for Champion Supplies Ltd to ensure that their documents are created, revised, approved, and distributed effectively. The system includes clear instruction to ensure that documents are accurate, up-to-date, and accessible to those who need them.

## **Training and Competency**

All employees receive training on our quality management system. They are made aware of their roles and responsibilities within the QMS, and the procedures that they need to follow in different circumstances. Competency assessments are conducted periodically 6 monthly to ensure that employees are performing their roles effectively and managing their workload. In these reviews, we also identify where they are exceeding and any room for improvement. We then make a specific and measurable plan to improve their performance and implement any training or support they need.

## **Supplier Management**

Supplier management is the efficient management of the third party vendors that supply Champion Supplies Ltd with products, or essential services. In doing this we identify, select and manage performance to maximise the their value to our business. Effective supplier management allows us to review the money spent, and ensuring the suppliers are delivery the quality of goods and/or services initially agreed. We therefore have a system in place for selecting and evaluating our suppliers which includes a criteria for selecting evaluating, and managing performance.

### 1. Selecting Suppliers

We select supplier based on the following aspects:

- Quality of product
- Stock holding
- Reliability of delivery
- Value for money
- Clear communication
- Financial security
- Expert Support

### 2. Evaluating Relationship

We evaluate the relationships annually based on measurable factors, these include:

- What we have spent and what discounts or rebates given
- Our highest customer demands and product were available, allowing us to meet demand or meet a need
- Feedback given throughout the year on both issues and products, against what action was taken and if any changes were made
- Product Development – Have they developed new products or improved current ones?
- Customer service received – How was the overall customer service experience and how quickly do they respond?
- Marketing Support – Have they offered any marketing support or created any specific campaigns to help promote to our customers?

### 3. Managing Performance

By selecting and evaluating following the above steps, it allows us to then manage the overall performance and decide how we move forward with the supplier in our coming financial year. This can consist of deciding to longer work with them or planning how we can grow the relationship further and additional campaigns we can work on with them, this can include increasing product lines and stock holding.

## **Customer Complaints and Feedback**

At Champion Supplies Ltd we appreciate that customer complaints are an important part of our business and we therefore have a system for handling them effectively. This system includes procedures for receiving, investigating, and resolving complaints, as well as a process for using customer feedback to improve the quality of our products and services.

1. We provide a clear and accessible way for customers to submit complaints. This can be through email, phone, or through our website. When selling the initial product we always encourage for them to get in touch and let us know their thoughts and we also make follow-up calls to ensure their purchase is what they expected and it is fulfilling their needs.
2. When receiving feedback or complaints, we acknowledge receipt of the communication promptly, either through a personal response.

3. Internally we then investigate the complaint thoroughly and objectively. This often involves gathering information from multiple sources, such as other members of the team, paperwork from when the product was received, when the order was processed, and who signed off the quality control. With all negative feedback, employees must make the Director, Ella-Mai Russell aware so she can sign off the credit or replacement and take any further action on how to prevent the same issues from reoccurring in the future. Where necessary she will have direct contact with the customer to ensure it is being dealt with sincerely and to maintain the relationship moving forward.

### **Internal Auditing**

We conduct internal audits of different areas listed in our quality management systems to ensure all members of staff are operating effectively and meeting the objectives. Internal audits are conducted monthly, reviewing what has been successful for the business that month and what areas are not working effectively, highlighting areas for improvement.

### **Management Review**

The management team, directors Mark Allanson and Ella-Mai Russell review the QMS periodically to ensure as a business we are meeting our objectives and improving our services. By achieving this it is also reflected in the business' sales figures and live trading accounts. When reviewing each area of our QMS, we identify areas for improvement and set specific and measurable goals for the changes required and when these need to be implemented by. This ensures on our next review the new system is in place and we can review its progress and if we feel it is having a positive effect on the business and its QMS. The 3 quarterly reviews include discussions of performance, customer feedback, and the results of internal audits.