

## VISION

To be a renowned global leader and a reliable partner in the aluminium industry pioneering in product innovation and re-engineering

## MISSION

1. To listen and understand the requirements and needs of customer is the company's top priority.  
We believe in fostering long-term relationship with customers to create a win-win situation
2. To continuously pioneer, improve and excel in product re-engineering that meet international standards
3. To encourage and promote the usage of aluminium products as an environment friendly / recyclable metal

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Issue by: DCC / Administration  
Department  
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### Quality Objectives

| Department     | Objectives            | Target  | Resources            | Person-in-charge      | Action  | Method of Evaluation                                   | Monitoring Time Frame                              |
|----------------|-----------------------|---|----------------------|-----------------------|---|--|--|
| Marketing      | Sales target          | RM40million per year                                | Manpower             | CEO                   | 1. To have online advertisement<br>2. Implementing E-commerce | Data analysis on sales target (based on SQL system)    | July of current year to June of the following year |
| Production     | Non-conformance ratio | Reduce reject rate to 1 % or lower                  | Manpower             | Production Supervisor | To carry out inspection on products                           | Data analysis on Non-Conformance cases                 | July of current year to June of the following year |
| Production     | User merit            | Reduce to 0.3% on customer replacements and returns | Manpower             | Production Supervisor | To carry out inspection on products                           | Data analysis on customer replacement and return cases | July of current year to June of the following year |
| Production     | Production wastage    | Reduce to 28% or lower                              | Manpower, Machine    | Production Supervisor | To carry periodic preventive maintenance on machine           | Data analysis on wastage %                             | July of current year to June of the following year |
| Top Management | Conversion cost       | RM12.50 per kg or lower                             | Manpower, SQL System | CEO                   | To monitor currency exchange rate & raw material cost         | Data analysis on conversion cost                       | July of current year to June of the following year |

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## Quality Policy

We strive to :-

- i) Deliver highest quality service and products to ensure total customer satisfaction.
- ii) Committed to satisfy applicable requirements.
- iii) Committed to continual improvement of the Quality & Environmental Management System.

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