



Marshall Creative Quality Assurance Policy

1. Purpose and Scope

At Marshall Creative, our commitment to delivering exceptional marketing services is unwavering. This Quality Assurance Policy is designed to outline our dedication to maintaining the highest standards in all aspects of our operations, ensuring client satisfaction, and continually improving our processes.

2. Quality Objectives

- **Client Satisfaction:** We aim to consistently meet or exceed client expectations by delivering innovative, effective, and timely marketing solutions that align with their goals.
- **Error Prevention:** We strive to identify and eliminate errors at every stage of our processes, from project initiation to final delivery, minimizing the likelihood of defects and ensuring high-quality outcomes.
- **Continuous Improvement:** We are dedicated to ongoing improvement through regular assessment, feedback mechanisms, and the implementation of best practices in marketing strategy, design, and execution.

3. Responsibilities

- **Management Commitment:** Leadership at Marshall Creative is committed to fostering a culture of quality. Management will provide the necessary resources, support, and direction to ensure the effective implementation of this policy.
- **Employee Engagement:** Every team member is responsible for maintaining and enhancing quality standards. Employees are encouraged to actively contribute to quality improvement initiatives and report any deviations or potential issues promptly.

4. Process Approach

We adopt a systematic process approach to ensure that all marketing projects are executed efficiently and effectively. This includes clear communication, detailed planning, regular monitoring, and continuous evaluation of results.

5. Training and Development

To maintain a high level of competence and expertise, Marshall Creative invests in the ongoing training and development of our team. This ensures that our employees stay abreast of industry trends, emerging technologies, and best practices.

6. Client Communication

Open and transparent communication with our clients is essential for understanding their needs, expectations, and feedback. We will proactively seek client input at various stages of project development and use this feedback to enhance our processes.

7. Monitoring and Measurement

Regular audits, performance evaluations, and client feedback assessments will be conducted to measure the effectiveness of our quality management system. The data obtained will be analysed to identify areas for improvement.



8. Corrective and Preventive Actions

In the event of non-conformities or deviations, Marshall Creative is committed to taking corrective actions promptly. Additionally, we will proactively identify opportunities for preventive actions to avoid recurrence of issues.

9. Documentation and Record Keeping

Accurate documentation of processes, quality standards, and project-related information is essential for ensuring consistency and accountability. Marshall Creative maintains comprehensive records to facilitate transparency and traceability.

10. Review and Revision

This Quality Assurance Policy will be reviewed periodically to ensure its continued relevance and effectiveness. Necessary revisions will be made to adapt to changes in technology, industry standards, and organizational goals.

This Quality Assurance Policy reflects Marshall Creative's commitment to delivering superior marketing services while continuously improving our processes to meet the evolving needs of our clients and the industry

Signed
Darren Marshall [DIRECTOR]



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