

## Our Quality Objectives

We aim to provide a professional and ethical service to our clients. In order to demonstrate our intentions, we have identified the following Quality Objectives:

- We will endeavour to deliver our services to specifications;
- We will endeavour to deliver our services to the price quoted;
- We will endeavour to make a profitable return on our activities in order to fuel ongoing development and growth;
- Our Management Team will analyse customer feedback data, internal performance data, employee appraisals and peer assessment reviews including business performance data and financial performance data to ensure that our quality objectives are being met;
- We will endeavour to satisfy our clients' requirements and get things right the first time;
- Should we make a mistake, we admit it and put things right as soon as possible.

## The Quality Policy

It is the policy of the company to maintain a quality system designed to meet the requirements of ISO9001:2000 in pursuit of its primary objectives.

The company's Quality Manual defines our quality objectives and key procedures. Daktronics UK Ltd in partnership with our staff aim to provide all of our clients with the most complete line of scoreboards and displays available from any single manufacturer. We are an industry leader in developing and bringing to the market new display technologies, as well as developing innovative PC-based information display control systems.

Specifically we will strive to:

- Provide a properly resourced, high quality, modern, customer focused service.
- Provide services appropriate to the clients' needs in a timely manner.
- Take all possible steps to reduce the risk of error.
- Ensure that the services we provide are inclusive and accessible to all our clients, including those who do not speak English as a first language.
- Take an innovative, proactive approach to the delivery and installation of a wide range of product and to ensure that the correct maintenance and client information is provided at the correct time in the appropriate format.
- Develop our current product line and customer services to ensure that our current and potential clients are provided with the opportunity to benefit from the very best products and services available.
- Develop and maintain partnerships with our key stakeholders.
- Continuously improve and develop the service and strive to achieve and maintain upper quartile performance in respect of all applicable best value Performance Indicators.

Managing Director



Patrick Halliwell