



JOHNSONS

OF WHIXLEY

PROFESSIONAL NURSERYMEN

Quality Policy

It is Johnsons of Whixley's policy to satisfy the requirements of its customers and suppliers to the best of its ability. This can only be achieved by operating an effective, comprehensive, co-ordinated Quality System, which ensures quality and strives to continually improve all products and services provided by the company.

Quality objectives are set, measured against and reported through the traffic light system. Any financial costs associated with these objectives will be attributed wherever possible.

To foster a culture of continuous improvement Johnsons of Whixley will continue to recognize and reward effective teamwork and individual achievement and will review service provision regularly. Johnsons of Whixley are an 'Investor in People' and the company's emphasis on appropriate training acts as testimony to its commitment in this area.

Senior management ensures that the quality policy is communicated to, and is understood, by all employees. Annual management review of the quality policy determines the policy's continuing suitability for our organization.

The objectives include

- To increase sales by the budgeted amount.
- To sell proactively at all levels, externally and internally
- To sell home grown stock and only sell bought goods which achieve the required percentage mark-up.
- To increase investment in personnel.
- To remain within budget for overall expenditure.
- To identify ways to use resource more effectively.
- To re-invest in company development projects
- To achieve a net profit that will provide job security and staff benefits.
- To maintain a greater degree of site cleanliness.
- To improve inter-unit co-operation and understanding.
- To maintain industry trust and goodwill developed over many years

John Richardson

Chairman

16th December 2004