



## Canford Quality Policy – BS EN ISO 9001:2015

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Canford Audio Limited assesses customer needs to understand their requirements and to provide service and products tailored to their needs in:

- Design, manufacture, stocking, supply and servicing of professional audio and video data products.
- Provision and servicing of audio interview equipment and software.
- Distributing to audio/video/broadcast and other industries.

Supplying the global market from major national broadcasters to one-man businesses.

*"Quality is an inherent part of our business here at Canford, our aim is to supply products which both meet and exceed customer requirements and expectations. We strive to do our best for our customers, supplying products which are fit for purpose, whether outsourced or manufactured in-house, the most popular being generally available from stock at fair market price.*

*We are committed to satisfying all applicable requirements:*

*In seeking to meet these objectives we consider customer requirements, company specifications and statutory requirements. We always support feedback from all stakeholders.*

*To assist us with these goals we have an established Quality Management System which complies with the requirements of BS EN ISO 9001:2015 'Quality Management Standard' and with the requirements of the appropriate international accreditation standards.*

*We are committed to the continual improvement of the Quality Management System to support our business operations.*

*The Company Quality Management System provides a framework for setting quality objectives.*

*We seek to effectively communicate our objectives as well as encouraging staff at all levels in continually improving our performance and promoting customer satisfaction. All this contributes to our aspiration to "get it right first time".*

*Senior Management are committed to Quality and will review this policy to ensure its continuing suitability. Canford employ skilled, competent staff to apply the policy throughout the organisation".*

### **Vision**

To provide the best possible service to our worldwide partners by developing, manufacturing and distributing superior quality solutions for the Broadcast, Theatre, Live Events and AV markets through innovation, consultation and design.



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### **Mission Statement**

We strive to design, develop and manufacture distinctive product, deliver great customer service, create industry leading technical publications, and supply customers with unrivalled support.

### **Strategy**

The goal is to increase sales year on year, whilst maintaining a minimum average margin of 30% gross profit.

Generate profits sufficient to pay former shareholders, reward employees, service current debts, and fund future investments.

Our sales activities will be formalised, focussing on proactive contact with customers, customer retention and providing the best possible services to our customers.

To place a focus on our Canford branded product, which differentiates us from our competition, backed with active marketing to support our sales teams using the newest technology to promote our range of products, including social media.

We aim to offer the best possible lead times to enquiries, through both supplier relationships, internal manufacturing capacity, and stock management.

To continue shipping goods to customers in the most efficient and timely manner possible, internally reviewing and monitoring the performance of our freight forwarders against stated Canford delivery expectations.

Ongoing investment into sustainability initiatives across the company, managed by a newly created team.

To update our product range continuously, with quarterly reviews. A new product introduction team will meet quarterly to discuss trends, demand and technology.

Signed on behalf of Canford Audio Limited

Alan Wilson,  
Chief Executive Officer  
August 2023