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## **CORPORATE QUALITY OBJECTIVE**

We have established measurable Quality Objectives at Cooperate and Departmental levels in line with our quality policy.

1. To provide excellent global supply chain and logistics services
2. To provide supply chain and logistics support to manufacturers, oil and gas, construction, pharmaceutical, telecommunication and other industries
3. To deliver value through quality service
4. To meet our clients' expectations at all time
5. To minimize cost and improved "bottom line" (profitability)

## ACTION PLAN TO ACHIEVE OBJECTIVES

1. To provide excellent global supply chain and logistics services

What to do (Improvement Task or activity steps)	Task Deliverables (expected outcomes)	Who to do it (individual(s) Responsible)	When to do it (Targeted completion time or date)			Required resources/ estimated cost
			Start Date	End date	Duration (days)	
Recruitment of competent and experienced staff	Engagement of effective and efficient staff	Human Resources and Administrative Manager	When required	When required	When required	Finance, Personnel, Applicant, etc. as applicable
Quarterly training of Personnel	1. Acquisition of new skill 2. Improve staff efficiency and productivity	Human Resources and Admin, Logistics Manager, Corporate Strategic Manager	Quarterly	Quarterly	Quarterly	Personnel Finance Projector, Computer, Personnel, Instructional materials, etc. as applicable
Monthly review of service delivery feedback	Inculcation of corporate culture and values	Human Resources and Admin and all line managers	Monthly	Monthly	Monthly	Projector Laptop, Feedback reports, Personnel, etc. as applicable
Partnership with competent and reliable Airlines, shipping lines, etc. and freight agent worldwide	Global network and reach	The Managing Director and Logistics Manager	Yearly renewal	Yearly renewal	Yearly renewal	IATA AND BIFA Certification, Membership of Freight Forwarders Association

2. To provide supply chain and logistics support to manufacturers, oil and gas, construction, pharmaceutical, telecommunications etc., industries

What to do (Improvement Task or activity steps)	Task Deliverables (expected outcomes)	Who to do it (individual(s) Responsible)	When to do it (Targeted completion time or date)			Required resources/ estimated cost
			Start Date	End date	Duration (days)	
Analysis specific logistics requirement of each customer and tailor our services to each client need.	Satisfactory delivery of goods (and Services) safely and intact	Strategic Manager (Marketing and Sales), Logistics Manager	Daily as applicable	Daily as applicable	Daily as applicable	Internet service, journals, Laptop, Personnel etc. as applicable

3. To deliver value through quality service

What to do (Improvement Task or activity steps)	Task Deliverables (expected outcomes)	Who to do it (individual(s) Responsible)	When to do it (Targeted completion time or date)			Required resources/ estimated cost
			Start Date	End date	Duration (days)	
Understand our mission	<ol style="list-style-type: none"> <li>1. Establishment and communication of mission statement.</li> <li>2. Employee understanding of the mission.</li> </ol>	Logistics Manager Logistics Supervisor Deliver Supervisor	When required	When required	When required	Personnel, Relevant document
Seek feedback	<ol style="list-style-type: none"> <li>1. Manage feedback by implementing corrective action or improvement plan on all issues raised.</li> </ol>	Strategic Manager (Marketing and Sales), Logistics Manager, Customer Service Representative	When required	When required	When required	Personnel, Customer Satisfaction Survey Form, Laptop, Internet, etc. as applicable
Stay ahead of responses	<ol style="list-style-type: none"> <li>1. Get updated accurate information on customer job and communicate same to customer with or without request.</li> <li>2. Respond to customer request on email or WhatsApp's (as applicable) within 2-3hrs.</li> </ol>	Strategic Manager (Marketing and Sales), Logistics Manager, Customer Service Representative	When required	When required	When required	Personnel Customer, Laptop, Internet, etc. as applicable

Offer value-add services and cross sell	<ol style="list-style-type: none"> <li>1. Offer free delivery service.</li> <li>2. Give professional advise to customers on their supply chain and logistics job.</li> <li>3. Offer or sell additional logistics support services such as warehousing, procurement, etc.</li> </ol>	Strategic Manager (Marketing and Sales), Logistics Manager, Customer Service Representative	When required	When required	When required	Personnel Customer, Satisfaction Survey Form, Laptop, Internet, etc.
Train representatives	<ol style="list-style-type: none"> <li>1. Acquisition of new skill.</li> <li>2. Improve staff efficiency and productivity</li> </ol>	Human Resources and Admin, Logistics Manager, Corporate Strategic Manager (Marketing and Sales)	Quarterly	Quarterly	Quarterly	Personnel Finance Projector, Computer, Instructional materials
Being responsible	<ol style="list-style-type: none"> <li>1. Take the blame when things don't go well and gives credit to others when things go right</li> </ol>	Strategic Manager (Marketing and Sales), Logistics Manager, Managing Director	When required	When required	When required	Personnel Laptop, Internet, etc.

4. To meet clients expectations at all time

What to do (Improvement Task or activity steps)	Task Deliverables (expected outcomes)	Who to do it (individual(s) Responsible)	When to do it (Targeted completion time or date)			Required resources/ estimated cost
			Start Date	End date	Duration (days)	
Ensure timely delivery as per contract (or as per agreed freight, clearance and delivery time frame)	<ol style="list-style-type: none"> <li>Efficient mobilization process</li> <li>Prompt and adequate job funding</li> </ol>	Logistics Manager Logistics Supervisor Deliver Supervisor HR and Admin Manager Account Manager	When required	When required	When required	Personnel, Equipment, Material and Finance
Ensure Safe and Intact delivery of shipment as per agreed time frame	<ol style="list-style-type: none"> <li>Understanding client's requirement</li> <li>Close monitoring and project execution</li> </ol>	Managing Director Logistics Manager Logistics Supervisor Deliver Supervisor	When required	When required	When required	Delivery equipment Personnel Finance

5. To minimize cost and improved “bottom line” (profitability)

What to do (Improvement Task or activity steps)	Task Deliverables (expected outcomes)	Who to do it (individual(s) Responsible)	When to do it (Targeted completion time or date)			Required resources/ estimated cost
			Start Date	End date	Duration (days)	
<b>Adjust pricing</b>	1. Sellable Competitive price	Managing Director Logistics Manager Account Manager	On need base	On need base	On need base	Personnel
<b>Cut down on expenses</b>	1. Examine expenses and streamline budget 2. Cost reduction	HR and Administrative Manager Account Manager	On need base	On need base	On need base	Finance, Award
<b>Focus on Marketing and reach out to potential customers</b>	1. Research on target market 2. Marketing activities focused on target market 3. Increase in sales and income	Strategic Manager (Marketing and Sales), Logistics Manager, Managing Director	When required	When required	When required	Internet service journals laptop Personnel
<b>Adoption of learning culture</b>	4. Continue acquisition of skills, knowledge and abilities	HR manager and all line managers	Continuous process	Continuous process	Continuous process	Personnel Projector Laptop Learning material etc. as applicable



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