



## QUALITY POLICY

Proudly South African is a campaign to promote South African companies, products and services.

We, the management and staff commit ourselves to encouraging the nation to make personal and organisational contributions to economic growth and prosperity in South Africa, thereby increasing employment opportunities and reinforcing national pride.

We therefore commit ourselves to the implementation and maintenance of a quality management system that complies with ISO 9001: 2015 requirements and endeavour to continually improve the effectiveness of the quality management system, including processes for continual improvement, with the aim of enhancing customer satisfaction.

**Our Quality Policy is directed toward achieving the following goals and objectives:**

- ❖ Ensure Membership Compliance to Proudly SA criteria
- ❖ Influence Consumer Behaviour to support locally produced products and services
- ❖ Protection of Brand Credibility through Compliance
- ❖ Increase Efficiency and Accountability
- ❖ Increase Stakeholder Involvement and Commitment

Signed by:  
Mr Eustace Mashimbye  
Chief Executive Office

Date: