



THE VISION OF THE TURN 360° PROJECT

WE WANT TO BECOME A MODERN, PROFESSIONAL AND DYNAMIC MEDIUM-SIZED MARKETING AGENCY THAT CLIENTS LOOK TO FOR CREATIVITY AND ABILITY TO PROVIDE ADDED VALUE THROUGH ITS MARKETING ACTIVITIES, NOT ONLY IN THE CZECH REPUBLIC BUT ALSO ON THE INTERNATIONAL MARKET.

THE MISSION OF THE TURN 360° PROJECT

WE PROVIDE OUR CLIENTS WITH A PROFESSIONAL MARKETING SERVICE AND UNIQUE VALUE ADDED WHICH COMES FROM A SYNERGY OF SUBJECTS AND THE TURN 360° PROJECT.

THE QUALITY STRATEGY OF THE TURN 360° PROJECT

THE STRATEGIC MECHANISM FOR ENSURING TOP CLASS SERVICES IS THE BUILDING AND FURTHER IMPROVEMENT OF A SYSTEM OF MANAGEMENT VALUE IN ACCORD WITH THE INTERNATIONAL NORMS OF THE FILE ČSN EN ISO 9001:2000.

IN ORDER TO ACHIEVE THIS MISSION AND VISION THE MANAGEMENT OF THE TURN 360° PROJECT FOLLOW THIS QUALITY STRATEGY:

- IN THE AREA OF CLIENT ORIENTATION – WE GUARANTEE THE APPLICATION OF THE MANAGEMENT PROCESS AT ALL LEVELS OF THE ORDER, INCLUDING PLANNING, REALISATION, REPORTING AND CONTROLLING IN SUCH A WAY AS TO ENSURE THAT THE ORDER IS MET IN THE MOST EFFECTIVE WAY POSSIBLE AND GIVES THE CLIENT THE GREATEST VALUE ADDED.
- IN THE AREA OF LEADING EMPLOYEES – WE CREATE AN ENVIRONMENT AND CONDITIONS THAT ENSURE THAT ALL EMPLOYEES ARE MOTIVATED AND SUPPORTED SO AS TO FULFILL THE COMPANY'S SET TARGETS ACCORDING TO THEIR OWN SKILLS AND AREA OF RESPONSIBILITY.
- IN THE AREA OF CONNECTING EMPLOYEES – WE DEVOTE GREAT ATTENTION TO THE SYSTEMATIC DEVELOPMENT OF THE EXPERTISE OF OUR EMPLOYEES IN SUCH A WAY THAT THEIR SKILLS AND PROFESSIONAL GROWTH ARE USED CREATIVELY FOR THE BENEFIT OF THE COMPANY, WHILE AT THE SAME TIME SATISFYING THEIR NEEDS AND EXPECTATIONS.
- IN THE AREA OF DECISION MAKING – ANALYSIS OF APPROACH AND MEASURING AND MONITORING IS USED IN THE DECISION MAKING PROCESS AT ALL LEVELS OF THE RUNNING OF THE COMPANY.
- IN THE AREA OF BUILDING GOOD RELATIONSHIPS – IN RELATIONS WITH KEY CLIENTS, SUPPLIERS AND OTHER PARTNERS WE SUPPORT THE PRINCIPLE OF PARTNERSHIP IN A WAY THAT SUCH RELATIONS ARE FOUNDED ON MUTUAL TRUST AND MUTUAL ADVANTAGE.

THE MANAGEMENT OF THE COMPANY THEREFORE UNDERTAKES THAT:

- IT WILL CREATE THE NECESSARY MECHANISMS AND OTHER CONDITIONS FOR ADVANCING AND ENFORCING THE ABOVE STRATEGIC PRINCIPLES IN PRACTICE AT ALL MANAGEMENT LEVELS.
- IT WILL SERVE AS AN EXAMPLE IN THE FULFILLMENT OF THESE PRINCIPLES.
- IT WILL REQUIRE THE SAME APPROACH FROM ALL OTHER LEVELS OF MANAGEMENT.

THE COMPANY THEREFORE EXPECTS THE FOLLOWING FROM ITS EMPLOYEES:

- ACTIVE PARTICIPATION IN THE FULFILLMENT OF THE MISSION, VISION AND QUALITY POLICY AND RELATED TARGETS.
- INITIATIVE IN THE REALISATION OF A PROCESS OF CONTINUAL IMPROVEMENT.
- ACTIVE PARTICIPATION IN ALL APPROPRIATE FORMS OF THE DEVELOPMENT OF EXPERTISE, INCLUDING TRAINING
- UPHOLDING ALL INTERNAL COMPANY PROCESSES WITHIN THE TURN 360 PROJECT, SECURITY AND FIRE REGULATIONS, MAINTAINING ORDER AND TIDINESS AT WORK.

THIS QUALITY POLICY OF THE TURN 360 PROJECT IS SUPPLEMENTED BY OUR DECLARATION OF QUALITY TARGETS.

PRAGUE | DATE:

JIŘÍ KALETA

EXECUTIVE DIRECTOR

AND GENERAL MANAGER OF THE PROJECT