



İSTOR KUYUMCULUK SAN. VE TİC. A.Ş.

QUALITY POLICY

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At İstor Kuyumculuk, we are committed to upholding the highest standards of quality by adhering to the ISO 9001 Quality Management System standard. Our ambition is to sustain our industry leadership and elevate customer satisfaction to new heights. Our quality policy is built on a foundation that seeks excellence in every facet of our operations, with a steadfast focus on quality across all our endeavors.

Key Pillars of Our Quality Policy

Customer Centricity and Satisfaction: The cornerstone of our operations is the commitment to surpassing our customers' expectations. By actively gathering and analyzing customer feedback, we utilize insights to refine our offerings continuously. We consistently track customer satisfaction, using these metrics to drive improvements in our operations and service quality.

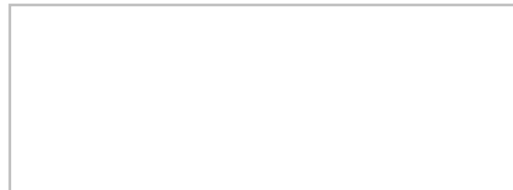
- Leadership and Dedication:** The upper echelons of İstor Kuyumculuk demonstrate unwavering leadership and dedication to the efficacy of our quality management system. Through proactive involvement, management ensures the provision of resources needed to achieve our quality goals and fosters a culture of quality consciousness at every level.
- Employee Engagement and Advancement:** The success of our quality management system is directly attributable to the vital role played by our employees. We promote an environment that encourages employee involvement and invests in their professional growth through extensive training and development programs. This empowerment enables them to contribute to superior customer service.
- Process-Oriented Approach and Excellence in Operations:** Our business processes are managed and enhanced systematically. Achieving operational excellence is paramount to improving our processes' efficiency and effectiveness, leading to workload reduction, cost savings, and higher customer satisfaction.
- Emphasis on Risk Management:** Incorporating risk-based thinking into our strategic planning enables us to anticipate and manage potential risks and opportunities efficiently. This strategic foresight allows for swift adaptation to evolving market dynamics and customer requirements.
- Supply Chain Excellence and Supplier Collaboration:** Maintaining a synergistic relationship with our suppliers is key to ensuring quality across the supply chain. Through meticulous selection and regular assessments, we guarantee our suppliers meet our stringent quality criteria and share our commitment to continual improvement.
- Ongoing Improvement and Breakthrough Innovation:** Our quality management framework is inherently designed to foster perpetual improvement and innovation. We are dedicated to refining our processes, products, and services by leveraging cutting-edge solutions and technology.

Our quality policy encapsulates a holistic approach, embedding quality into the entirety of İstor Kuyumculuk's activities. It signifies our pledge to our customers, employees, and stakeholders that quality remains our foremost concern. We are determined to be distinguished by our relentless pursuit of excellence. Through regular evaluations and enhancements of our quality management system and practices, we continue to uphold our leadership stance in the market and achieve unparalleled customer satisfaction.

Last updated on: 25.08.2023

APPROVED BY THE CEO AND THE BOARD OF DIRECTORS

İstor Kuyumculuk San. ve Tic. A.Ş.



PREPARED AND APPROVED BY İSTOR KUYUMCULUK BOARD OF DIRECTORS