

## Do you continually improve your business?

Quantity without quality could ruin your longer-term market prospects. Quality is a measure of your ability to meet the needs of your customers in a more cost-effective way than your competitors. Be careful to avoid 'over quality'. Your products and services need only meet your customers' needs and what they are prepared to pay, not exceed them.

Best value requires businesses to ensure continuous improvement in their performance, and to demonstrate a commitment to sustainable development.

This **checklist** looks at the factors affecting quality in your business to examine where there may be opportunities for improvement.

Do you know?	Yes	No
Consult your customers on the quality of your products?		
Keep records of customer complaints?		
Have clear quality standards for your business?		
Monitor your performance to identify scope for improvements in or through quality improvement discussions/programs?		
Keep up-to-date with what your competitors are doing?		
Know what it is that your customers value in your product/service?		
Build consideration for continuous improvement into each activity/new development?		
Ensure that the information you gather for monitoring your business drives continuous improvement?		